

**STATE OF SOUTH DAKOTA  
DEPARTMENT OF SOCIAL SERVICES  
DIVISION OF BEHAVIORAL HEALTH**

**Consultant Contract  
For Consultant Services  
Between**

Broadhead LLC  
123 N. 3<sup>rd</sup> St, STE 400  
Minneapolis, MN 55401-1807

State of South Dakota  
Department of Social Services  
DIVISION OF BEHAVIORAL HEALTH  
700 Governors Drive  
Pierre, SD 57501-2291

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Referred to as Consultant

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Referred to as State

The State hereby enters into a contract (the "Agreement" hereinafter) for consultant services with the Consultant. While performing services hereunder, Consultant is an independent contractor and not an officer, agent, or employee of the State of South Dakota.

1. CONSULTANT'S South Dakota Vendor Number is 12608630.
2. PERIOD OF PERFORMANCE:
  - A. This Agreement shall be effective as of September 1, 2019 and shall end on May 31, 2020, unless sooner terminated pursuant to the terms hereof.
  - B. Agreement is the result of request for proposal process, RFP # 1730 , initial term.
3. PROVISIONS:
  - A. The Purpose of this Consultant contract:
    1. Develop and produce an effective South Dakota specific media campaign that increases awareness of methamphetamine use and promotes resources for prevention, treatment, and recovery.
    2. Does this Agreement involve Protected Health Information (PHI)? YES ( ) NO ( X )  
If PHI is involved, a Business Associate Agreement must be attached and is fully incorporated herein as part of the Agreement (refer to attachment) .
    3. The Consultant may use state equipment, supplies or facilities.
  - B. The Consultant agrees to perform the following services (add an attachment if needed.):
    1. See Attachment A for Scope of Work.
    2. See Attachment B for Budget.
  - C. The State agrees to:
    1. Make payment for services upon satisfactory completion of services and receipt of bill. Payment will be in accordance with SDCL 5-26.
    2. Will the State pay Consultant expenses as a separate item?  
YES ( ) NO ( X )  
If YES, expenses submitted will be reimbursed as identified in this Agreement.
  - D. The TOTAL CONTRACT AMOUNT will not exceed \$1,375,000.00.

4. **BILLING:**  
Consultant agrees to submit a bill for services within (30) days following the month in which services were provided. Consultant will prepare and submit a monthly bill for services. Consultant agrees to submit a final bill within 30 days of the Agreement end date to receive payment for completed services. If a final bill cannot be submitted in 30 days, then a written request for extension of time and explanation must be provided to the State.
5. **TECHNICAL ASSISTANCE:**  
The State agrees to provide technical assistance regarding Department of Social Services rules, regulations and policies to the Consultant and to assist in the correction of problem areas identified by the State's monitoring activities.
6. **LICENSING AND STANDARD COMPLIANCE:**  
The Consultant agrees to comply in full with all licensing and other standards required by Federal, State, County, City or Tribal statute, regulation or ordinance in which the service and/or care is provided for the duration of this Agreement. The Consultant will maintain effective internal controls in managing the federal award. Liability resulting from noncompliance with licensing and other standards required by Federal, State, County, City or Tribal statute, regulation or ordinance or through the Consultant's failure to ensure the safety of all individuals served is assumed entirely by the Consultant.
7. **ASSURANCE REQUIREMENTS:**  
The Consultant agrees to abide by all applicable provisions of the following: Byrd Anti Lobbying Amendment (31 USC 1352), Executive orders 12549 and 12689 (Debarment and Suspension), Drug-Free Workplace, Executive Order 11246 Equal Employment Opportunity, Title VI of the Civil Rights Act of 1964, Title VIII of the Civil Rights Act of 1968, Section 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act of 1990, Title IX of the Education Amendments of 1972, Drug Abuse Office and Treatment Act of 1972, Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970, Age Discrimination Act of 1975, Pro-Children Act of 1994, Hatch Act, Health Insurance Portability and Accountability Act (HIPAA) of 1996 as amended, Clean Air Act, Federal Water Pollution Control Act, Charitable Choice Provisions and Regulations, Equal Treatment for Faith-Based Religions at Title 28 Code of Federal Regulations Part 38, the Violence Against Women Reauthorization Act of 2013 and American Recovery and Reinvestment Act of 2009, as applicable; and any other nondiscrimination provision in the specific statute(s) under which application for Federal assistance is being made; and the requirements of any other nondiscrimination statute(s) which may apply to the award.
8. **RETENTION AND INSPECTION OF RECORDS:**  
The Consultant agrees to maintain or supervise the maintenance of records necessary for the proper and efficient operation of the program, including records and documents regarding applications, determination of eligibility (when applicable), the provision of services, administrative costs, statistical, fiscal, other records, and information necessary for reporting and accountability required by the State. The Consultant shall retain such records for a period of six years from the date of submission of the final expenditure report. If such records are under pending audit, the Consultant agrees to hold such records for a longer period upon notification from the State. The State, through any authorized representative, will have access to and the right to examine and copy all records, books, papers or documents related to services rendered under this Agreement. State Proprietary Information retained in Consultant's secondary and backup systems will remain fully subject to the obligations of confidentiality stated herein until such information is erased or destroyed in accordance with Consultant's established record retention policies.  
  
All payments to the Consultant by the State are subject to site review and audit as prescribed and carried out by the State. Any over payment of this Agreement shall be returned to the State within thirty days after written notification to the Consultant.
9. **WORK PRODUCT:**  
Consultant hereby acknowledges and agrees that all reports, plans, specifications, technical data, drawings, software system programs and documentation, procedures, files, operating instructions and procedures, source code(s) and documentation, including those necessary to upgrade and maintain the software program, State

Proprietary Information, as defined in the Confidentiality of Information paragraph herein, state data, end user data, Protected Health Information as defined in 45 CFR 160.103, and all information contained therein provided to the State by the Consultant in connection with its performance of service under this Agreement shall belong to and is the property of the State and will not be used in any way by the Consultant without the written consent of the State.

Paper, reports, forms, software programs, source code(s) and other materials which are a part of the work under this Agreement will not be copyrighted without written approval of the State. In the unlikely event that any copyright does not fully belong to the State, the State nonetheless reserves a royalty-free, non-exclusive, and irrevocable license to reproduce, publish, and otherwise use, and to authorize others to use, any such work for government purposes.

Consultant agrees to return all information received from the State to State's custody upon the end of the term of this Agreement, unless otherwise agreed in a writing signed by both parties.

**10. TERMINATION:**

This Agreement may be terminated by either party hereto upon thirty (30) days written notice. In the event the Consultant breaches any of the terms or conditions hereof, this Agreement may be terminated by the State for cause at any time, with or without notice. Upon termination of this Agreement, all accounts and payments shall be processed according to financial arrangements set forth herein for services rendered to date of termination.

**11. FUNDING:**

This Agreement depends upon the continued availability of appropriated funds and expenditure authority from the Legislature for this purpose. If for any reason the Legislature fails to appropriate funds or grant expenditure authority, or funds become unavailable by operation of the law or federal funds reduction, this Agreement will be terminated by the State. Termination for any of these reasons is not a default by the State nor does it give rise to a claim against the State.

**12. ASSIGNMENT AND AMENDMENTS:**

This Agreement may not be assigned without the express prior written consent of the State. This Agreement may not be amended except in writing, which writing shall be expressly identified as a part hereof, and be signed by an authorized representative of each of the parties hereto.

**13. CONTROLLING LAW:**

This Agreement shall be governed by and construed in accordance with the laws of the State of South Dakota, without regard to any conflicts of law principles, decisional law, or statutory provision which would require or permit the application of another jurisdiction's substantive law. Venue for any lawsuit pertaining to or affecting this Agreement shall be resolved in the Circuit Court, Sixth Judicial Circuit, Hughes County, South Dakota.

**14. SUPERCESSION:**

All prior discussions, communications and representations concerning the subject matter of this Agreement are superseded by the terms of this Agreement, and except as specifically provided herein, this Agreement constitutes the entire agreement with respect to the subject matter hereof.

**15. IT STANDARDS:**

Any software or hardware provided under this Agreement will comply with state standards which can be found at <http://bit.sd.gov/standards/>.

**16. SEVERABILITY:**

In the event that any provision of this Agreement shall be held unenforceable or invalid by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision of this Agreement, which shall remain in full force and effect.

**17. NOTICE:**

Any notice or other communication required under this Agreement shall be in writing and sent to the address set forth above. Notices shall be given by and to the Division being contracted with on behalf of the State, and by the Consultant, or such authorized designees as either party may from time to time designate in writing. Notices

or communications to or between the parties shall be deemed to have been delivered when mailed by first class mail, provided that notice of default or termination shall be sent by registered or certified mail, or, if personally delivered, when received by such party.

**18. SUBCONTRACTORS:**

The Consultant may not use subcontractors to perform the services described herein without express prior written consent from the State. The State reserves the right to reject any person from the Agreement presenting insufficient skills or inappropriate behavior.

The Consultant will include provisions in its subcontracts requiring its subcontractors to comply with the applicable provisions of this Agreement, to indemnify the State, and to provide insurance coverage for the benefit of the State in a manner consistent with this Agreement. The Consultant will cause its subcontractors, agents, and employees to comply with applicable federal, state and local laws, regulations, ordinances, guidelines, permits and requirements and will adopt such review and inspection procedures as are necessary to assure such compliance. The State, at its option, may require the vetting of any subcontractors. The Consultant is required to assist in this process as needed.

**19. STATE'S RIGHT TO REJECT:**

The State reserves the right to reject any person or entity from performing the work or services contemplated by this Agreement, who present insufficient skills or inappropriate behavior.

**20. HOLD HARMLESS:**

The Consultant agrees to hold harmless and indemnify the State of South Dakota, its officers, agents and employees, from and against any and all actions, suits, damages, liability or other proceedings which may arise as the result of performing services hereunder. This section does not require the Consultant to be responsible for or defend against claims or damages arising solely from errors or omissions of the State, its officers, agents or employees.

**21. INSURANCE:**

Before beginning work under this Agreement, Consultant shall furnish the State with properly executed Certificates of Insurance which shall clearly evidence all insurance required in this Agreement. The Consultant, at all times during the term of this Agreement, shall obtain and maintain in force insurance coverage of the types and with the limits listed below. In the event a substantial change in insurance, issuance of a new policy, cancellation or nonrenewal of the policy, the Consultant agrees to provide immediate notice to the State and provide a new certificate of insurance showing continuous coverage in the amounts required. Consultant shall furnish copies of insurance policies if requested by the State.

**A. Commercial General Liability Insurance:**

Consultant shall maintain occurrence-based commercial general liability insurance or an equivalent form with a limit of not less than \$1,000,000 for each occurrence. If such insurance contains a general aggregate limit, it shall apply separately to this Agreement or be no less than two times the occurrence limit.

**B. Business Automobile Liability Insurance:**

Consultant shall maintain business automobile liability insurance or an equivalent form with a limit of not less than \$500,000 for each accident. Such insurance shall include coverage for owned, hired, and non-owned vehicles.

**C. Worker's Compensation Insurance:**

Consultant shall procure and maintain Workers' Compensation and employers' liability insurance as required by South Dakota law.

**D. Professional Liability Insurance:**

Consultant agrees to procure and maintain professional liability insurance with a limit not less than \$1,000,000.



(Medical Health Professional shall maintain current general professional liability insurance with a limit of not less than one million dollars for each occurrence and three million dollars in the aggregate. Such insurance shall include South Dakota state employees as additional insureds in the event a claim, lawsuit, or other proceeding is filed against a state employee as a result of the services provided pursuant to this Agreement. If insurance provided by Medical Health Professional is provided on a claim made basis, then Medical Health Professional shall provide "tail" coverage for a period of five years after the termination of coverage.)

22. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION:

Consultant certifies, by signing this Agreement, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by the federal government or any state or local government department or agency. Consultant further agrees that it will immediately notify the State if during the term of this Agreement either it or its principals become subject to debarment, suspension or ineligibility from participating in transactions by the federal government, or by any state or local government department or agency.

23. CONFLICT OF INTEREST:

Consultant agrees to establish safeguards to prohibit employees or other persons from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain as contemplated by SDCL 5-18A-17 through 5-18A-17.6. Any potential conflict of interest must be disclosed in writing. In the event of a conflict of interest, the Consultant expressly agrees to be bound by the conflict resolution process set forth in SDCL 5-18A-17 through 5-18A-17.6.

24. CONFIDENTIALITY OF INFORMATION:

For the purpose of the sub-paragraph, "State Proprietary Information" shall include all information disclosed to the Consultant by the State. Consultant acknowledges that it shall have a duty to not disclose any State Proprietary Information to any third person for any reason without the express written permission of a State officer or employee with authority to authorize the disclosure. Consultant shall not: (i) disclose any State Proprietary Information to any third person unless otherwise specifically allowed under this Agreement; (ii) make any use of State Proprietary Information except to exercise rights and perform obligations under this Agreement; (iii) make State Proprietary Information available to any of its employees, officers, agents or consultants except those who have agreed to obligations of confidentiality at least as strict as those set out in this Agreement and who have a need to know such information. Consultant is held to the same standard of care in guarding State Proprietary Information as it applies to its own confidential or proprietary information and materials of a similar nature, and no less than holding State Proprietary Information in the strictest confidence. Consultant shall protect confidentiality of the State's information from the time of receipt to the time that such information is either returned to the State or destroyed to the extent that it cannot be recalled or reproduced. State Proprietary Information shall not include information that (i) was in the public domain at the time it was disclosed to Consultant; (ii) was known to Consultant without restriction at the time of disclosure from the State; (iii) that is disclosed with the prior written approval of State's officers or employees having authority to disclose such information; (iv) was independently developed by Consultant without the benefit or influence of the State's information; (v) becomes known to Consultant without restriction from a source not connected to the State of South Dakota. State's Proprietary Information shall include names, social security numbers, employer numbers, addresses and all other data about applicants, employers or other clients to whom the State provides services of any kind. Consultant understands that this information is confidential and protected under applicable State law at SDCL 1-27-1.5, modified by SDCL 1-27-1.6, SDCL 28-1-29, SDCL 28-1-32, and SDCL 28-1-68 as applicable federal regulation and agrees to immediately notify the State if the information is disclosure, either intentionally or inadvertently. The parties mutually agree that neither of them shall disclose the contents of the Agreement except as required by applicable law or as necessary to carry out the terms of the Agreement or to enforce that party's rights under this Agreement. Consultant acknowledges that the State and its agencies are public entities and thus are bound by South Dakota open meetings and open records laws. It is therefore not a breach of this Agreement for the State to take any action that the State reasonably believes is necessary to comply with the South Dakota open records or open meetings laws. If work assignments performed in the course of this Agreement require additional security requirements or clearance, the Consultant will be required to undergo investigation.

25. REPORTING PROVISION:

Consultant agrees to report to the State any event encountered in the course of performance of this Agreement which results in injury to any person or property, or which may otherwise subject Consultant, or the State of South Dakota or its officers, agents or employees to liability. Consultant shall report any such event to the State immediately upon discovery.

Consultant's obligation under this section shall only be to report the occurrence of any event to the State and to make any other report provided for by their duties or applicable law. Consultant's obligation to report shall not require disclosure of any information subject to privilege or confidentiality under law (e.g., attorney-client communications). Reporting to the State under this section shall not excuse or satisfy any obligation of Consultant to report any event to law enforcement or other entities under the requirements of any applicable law.

26. AUTHORIZED SIGNATURES:

In witness hereto, the parties signify their agreement by affixing their signatures hereto.

|   |                 |
|---|-----------------|
| <u>Beth Burgy</u>                                   | <u>9/11/19</u>  |
| Consultant Signature                                | Date            |
| <u>Beth Burgy</u>                                   |                 |
| Consultant Printed Name                             |                 |
| <u>Tiffany Wolfgang</u>                             | <u>9/4/19</u>   |
| State - DSS Division Director Tiffany Wolfgang      | Date            |
| <u>Laurie Mikkonen</u>                              | <u>9/5/2019</u> |
| State - DSS Chief Financial Officer Laurie Mikkonen | Date            |
| <u>Laurie R. Gill</u>                               | <u>9-5-19</u>   |
| State - DSS Cabinet Secretary Laurie R. Gill        | Date            |

State Agency Coding:

|              |                       |       |       |       |
|--------------|-----------------------|-------|-------|-------|
| CFDA #       | _____                 | _____ | _____ | _____ |
| Company      | <u>1000</u>           | _____ | _____ | _____ |
| Account      | <u>52041109</u>       | _____ | _____ | _____ |
| Center Req   | <u>0851304</u>        | _____ | _____ | _____ |
| Center User  | _____                 | _____ | _____ | _____ |
| Dollar Total | <u>\$1,375,000.00</u> | _____ | _____ | _____ |

DSS Program Contact Person Jana Sprenger  
Phone 605-773-3123 ext. 1106408

DSS Fiscal Contact Person Contract Accountant  
Phone 605 773-3586

Consultant Program Contact Person Beth Burgy  
Phone 612-617-7947  
Consultant Program Email Address bburgy@broadheadco.com

Consultant Fiscal Contact Person Laura Broadhead  
Phone 612-617-7929  
Consultant Fiscal Email Address lbroadhead@broadheadco.com

SDCL 1-24A-1 states that a copy of all consulting contracts shall be filed by the State agency with the State Auditor within five days after such contract is entered into and finally approved by the contracting parties. For further information about consulting contracts, see the State Auditor's policy handbook.

**Attachment A  
Broadhead LLC  
Scope of Work  
September 1, 2019 - May 31, 2020**

**General Expectations:**

Broadhead LLC will:

- develop and produce effective South Dakota-specific campaign elements that increase awareness of methamphetamine use and promote resources for prevention, treatment and recovery.
- Plan, negotiate and buy statewide media to effectively reach the target audiences and maximize budgets. Methamphetamine use can affect anyone, so campaign messaging should reach broad demographics. This may include television, radio, print, outdoor, online, nontraditional media and outreach to diverse communities, including but not limited to American Indians and rural South Dakotans.
- Provide strong management and outstanding client service, including, but not limited to, detailed billings, creative briefs, weekly status reports, production timelines and calendars, and service reports to record decisions and next steps.
- Participate in campaign evaluations as directed by the State.
- Provide access to senior talent.

**Creative Services:**

Broadhead LLC will work collaboratively with the State on creative development including but not limited to the following: advertising concepts, messages, themes, slogans, design of advertising and publication layouts, production of videos from concept through storyboard to final production, copywriting for print, video, radio, television, social and digital media, digital photo collection (South Dakota specific), design of promotional items, and web development.

**Media Purchase and Placement Services:**

Broadhead LLC will provide media schedules that deliver advertising in appropriate media environments to the specified audience efficiently and at satisfactory levels. Broadhead LLC will evaluate and execute media plans which may include, but are not limited to, television, radio, print, social, digital and out-of-home media outlets. Broadhead LLC will identify common media usage across the state in addition to a mix of paid and open-access media to address connectivity challenges in rural areas. Broadhead LLC will process all invoices from media outlets and provide the Department with an itemized monthly bill as directed by the State.

**Digital and Social Media:**

Broadhead LLC will develop content, maintain, track, monitor, provide reports and implement strategies to increase reach and engagement of appropriate websites and social media accounts. Broadhead LLC will evaluate optimizations to ensure campaign is staying true to its objectives. Broadhead LLC will build social media content among prevention, treatment and recovery, and friends and family.

**Development, Printing, and Promotion Procurement:**

Broadhead LLC will be responsible for developing and designing documents in formats suitable for print and web, for printing of advertising, public relations, and promotional materials, and for providing specifications for the production of printed materials and promotional items as agreed upon with the State for purchase through the State procurement system.

**Public Relations Services:**

Broadhead LLC will work collaboratively with State staff on public relations efforts including but not limited to the following: publish service announcements, talking points, press releases, op-eds, media kits, education kits, and event planning and coordination.

**Research Services:**

Broadhead LLC will execute and produce research-driven and evidence-based advertising and marketing campaign strategies through analysis of national, regional, and state research. Broadhead LLC will implement a test-and-enhance approach to ensure the effectiveness of the campaign prior to placing them in market. Broadhead LLC will utilize a focus group approach to gather insights and uncover opportunities.

**Video, DVD, TV, Motion Picture and Other Advertising Services:**

Broadhead LLC will produce messages in video appropriate for digital and social media platforms, DVD, TV and or motion picture quality formats satisfactory to the State.

**Planning and Progress Reporting:**

Broadhead LLC will provide a detailed campaign plan within one month of the contract start period that outlines the overall campaign strategy; campaign budget; and development and placement timelines. Broadhead LLC will provide monthly written progress reports by the 10th of the month in a format agreed upon with the State. Broadhead LLC may be asked to provide periodic written reports related to specific projects throughout the contract period.

**Special Projects:**

Broadhead LLC may be asked to provide services on a per-project basis in support of the collaborative efforts of the State.

**Attachment B: Budget**

The proposed budget below may be modified with approval. Staff time will be invoiced at a blended rate of \$160 per hour. Media and out-of-pocket assume a 15% mark-up. Items will be invoiced monthly by job with a summary invoice of all jobs. Media placement will be invoiced in advance. Photography and video production will likely need to be billed in advance as most companies require up to 75% paid prior to shooting.

| Area   | Budget Recommendation | Activities/Comments   |
|--|-----------------------|---|
| <b>A. Creative Services - original creations</b> |                       | Costs in Creative Services include production expenses and agency time. |
| Television                                       | \$275,000             | The TV shoot will be used to capture both still and video imagery       |
| Print  |                       |   |
| Video  | \$40,000              | Shooting and production of PSA  |
| Website design                                   | \$20,000              |   |
| Social Media                                     | \$25,000              | Content creation and development  |
| Radio  | \$25,000              | Includes 4 spots  |
| Out-of-Home                                      | \$20,000              |   |
| Other  | \$35,000              |   |
| <b>Subtotal Creative Services</b>                | <b>\$440,000</b>      |   |
| <b>B. Public Relations Services</b>              | <b>\$55,000</b>       | Launch PR and ongoing support   |
| <b>C. Market Research Services</b>               | <b>\$110,000</b>      | Pre and post campaign focus groups                                      |
| <b>D. Additional Charges</b>                     |                       |   |
| Clerical Support                                 | \$10,000              |   |
| Consultation with DSS Staff                      | \$40,000              | Ongoing account support   |
| Attending in-state and/or out-of-state meetings  | \$15,000              |   |
| Phone consultations                              |                       |   |
| Website hosting and maintenance                  | \$5,000               | Assumes hosting is done via state                                       |
| Other charges (describe)                         | \$20,000              | Reporting and Analytics   |
| <b>Subtotal Sections A-D</b>                     | <b>\$695,000</b>      |   |
| <b>E. Media Placement</b>                        |                       |   |
| Traditional (TV, radio, print, out-of-home)      | \$430,000             |   |
| Digital (online advertising, social media, etc.) | \$250,000             |   |
| <b>Subtotal Media Placement</b>                  | <b>\$680,000</b>      |   |
| <b>TOTAL SECTIONS A - E</b>                      | <b>\$1,375,000</b>    |   |





# Methamphetamine Prevention and Public Education Campaign

REQUEST FOR PROPOSAL #1730

Submitted by:



**broadhead.**

July 25, 2019



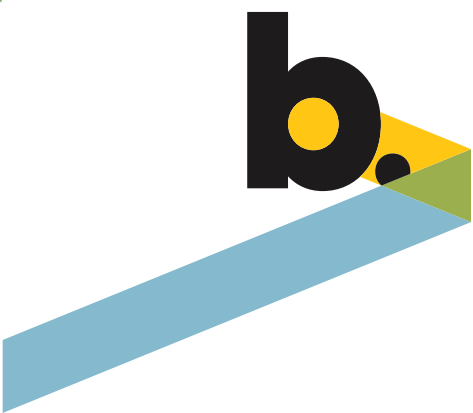




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STATE OF SOUTH DAKOTA  
OFFICE OF PROCUREMENT MANAGEMENT  
523 EAST CAPITOL AVENUE  
PIERRE, SOUTH DAKOTA 57501-3182

**Methamphetamine Prevention and Public Education**  
**Campaign**


PROPOSALS ARE DUE NO LATER THAN 5:00 p.m. CDT July 25, 2019

RFP #1730

BUYER: Division of  
Behavioral Health

POC: Dawson Lewis  
Dawson.Lewis@state.sd.us

**READ CAREFULLY**

FIRM NAME: broadhead LLC AUTHORIZED SIGNATURE: 

ADDRESS: 123 N Third Street Suite 400 TYPE OR PRINT NAME: Beth Burgy

CITY/STATE: Minneapolis, MN TELEPHONE NO: 612-617-7947

ZIP (9 DIGIT): 55401-1807 FAX NO: 612-623-4810

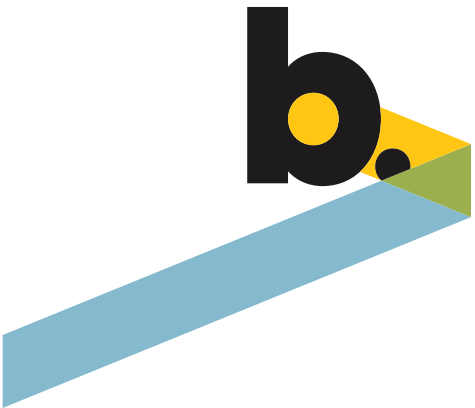
FEDERAL TAX ID#: 47-2956260 E-MAIL: bburgy@broadheadco.com

**PRIMARY CONTACT INFORMATION**

CONTACT NAME: Beth Burgy TELEPHONE NO: mobile: 612-802-5966  
office: 612-617-7947

FAX NO: 612-623-4810 E-MAIL: bburgy@broadheadco.com









# executive summary

# executive summary

Thank you for considering broadhead as your potential partner in the Department of Social Services, Division of Behavioral Health's efforts to prevent methamphetamine use in South Dakota.

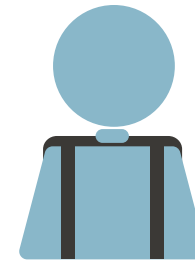
broadhead is a Minneapolis-based integrated marketing agency, with full capabilities in creative, digital, social, media and public relations. With 90 full-time employees, we are the largest, full-service independently owned agency in Minnesota. In 2018, we became an ESOP (employee stock ownership program) company.

Where to begin with this project? How do we create a campaign that is relevant to the diverse demographic and geographic communities that make up South Dakota? How do we make the impact of methamphetamine use relevant to everyone, not just those personally affected? It's a complex issue without a one-size-fits-all solution.

In order to **develop and produce effective South Dakota-specific campaign elements that increase awareness of methamphetamine use and promote resources for prevention, treatment and recovery**, we must first unravel those layers of complexity.

At broadhead, that means putting the audience first, diving deep to gain a cultural understanding of the people surrounding the problem at hand.

Our research effort was eclectic and wide-ranging, including in-depth analysis of the current campaign and interviews, review of various data concerning South Dakota methamphetamine use and arrests, public perception of drug prevention campaigns and reviews of various literature examining communications chasms between white people and American Indians. We also fielded a survey of South Dakota parents to identify the people who hold the most influence on the choices their children make. That research played a major role in the development of our creative brief and ensuing briefing, in which we drew focus on the following insights:



## 4.8%

of South Dakota ninth graders have tried meth. (Over twice the national average.)

## 50%

of South Dakota parents say a family elder is the person (other than themselves) who has the most influence on the choices their children make.



American Indian reservations possess many key characteristics of substance-abuse prevalent areas, including poverty and a lack of law enforcement.

Children of parents who do time in prison are 80 percent more likely to do time themselves.



Against the backdrop of those statistics are several cultures in crisis. Bright futures turned bleak. And a South Dakota problem that requires the help of South Dakotans. As we developed our creative brief, the solution became centered around this idea:

**"With the help of South Dakotans, we can ensure the bright futures of our communities are realized."**

What if we took the approach that meth was everyone's problem? And it impacts communities across the state – be it a community that is a family, a school, tribal communities, urban areas or the far-flung ranching communities. What if we can get everyone to be ON meth? To be actively engaged in looking for and reporting, to know how to get help and support? To reduce the stigma of one person or family fighting their demons and replace it with a community pledge to do more to fight for the future of South Dakota? To shift the message from the devastating effects of meth to one borne out of optimization and empowerment?

### I'm On Meth

A fully integrated campaign, the **I'm on Meth** campaign reaches state-wide via television, radio, out-of-home, digital and social to engage with the diverse communities and populations that call South Dakota home. Through PR efforts, partnerships with organizations, connections with the media, and a presence at local events will bring attention to the available resources.

### Call to Action

Our approach to the call to action for this campaign is simple: get people to help as quickly as possible. We will do that through the website [ImOnMeth.com](http://ImOnMeth.com) and utilizing the SAMHSA toll-free number 1-800-662-HELP (4357).

The **I'm on Meth** creative is designed to get a reaction. To make people stop and think. It will increase awareness of the negative impacts of methamphetamine use and promote resources for prevention, treatment and recovery. The call to action brings people to resources quickly, as demonstrated by the simplicity of the website. At times, we will tap into other existing call to actions, such as the texting program through Project Stand Up. But we want to be clear: we want to make a difference. Our campaign will

get attention and lead people to resources for prevention, treatment and recovery.

### Measuring Success

While the stated objective is to "increase awareness of methamphetamine use and promote resources for prevention, treatment and recovery," we feel strongly that these performance indicators are only mile markers on our journey to achieve more central, results-oriented objectives.

Success is not how many times people share something, or like a post – this is bigger than that. Success is not about how many times people use a campaign hashtag. In fact, we're strategically not including one because that is not the action we are looking for. Success is **increasing South Dakotans ability in recognizing the harms/dangers of meth use, reducing the number of meth related arrests, and reducing the number of children being removed from homes because of meth/drug use.**

We believe the success of the **I'm On Meth** campaign is determined by the people it can impact and help. And we thank you for your consideration.







*To address 5.2.3.1, the complete narrative of our assessment of the work, our ability and approach and necessary resources are detailed within 5.2.3.2 (or Section 3). We have provided an in-depth plan that includes creative, media, digital and public relations activities that fully address our understanding and approach to the methamphetamine problem in South Dakota.*

# section 3.0

## scope of work

**3.1 overall scope**

**3.2 general expectations**

**3.3 creative services**

**3.4 media purchase/placement services**

**3.5 digital/social media services**

**3.6 development, printing and promotion procurement**

**3.7 public relations services**

**3.8 research services**

**3.9 video, dvd, motion picture and other advertising services**

**3.10 planning and progress reporting**

**3.11 special projects**

# section 3.1

## overall scope

3.1.1 Campaign Elements

3.1.2 Media Approach

3.1.3 Client Service Approach

3.1.4 Campaign Evaluation Approach

3.1.5 Access to Senior Talent



## 3.1.1 campaign elements

### detailed response

Broadhead began in 2001 with a straight-forward objective: Connect the growing gap between rural and urban America. That gap was focused around issues like energy, food production and urban expansion.

Over the past 18 years, our company has grown to 90-plus people, and our focus has as well. While our roots remain firmly planted in building connections, our focus is on helping our clients define and ultimately be ... greater.

Whether that's shifting perceptions of a brand, connecting a company and consumers on their shared beliefs, or launching a cause-marketing platform, we challenge ourselves and our clients to activate on those opportunities in which we can all ultimately be greater.

With this background, we believe we are uniquely qualified to assist the Department of Social Services in developing a South Dakota-specific campaign that increases awareness

of methamphetamine use, while promoting resources for prevention, treatment and recovery. Sections 3.1.2 through 3.1.5 offer a snapshot of our capabilities and our approach to supporting our clients' business.

As you explore the detailed response, you'll find a campaign that we are not only passionate about, but truly believe can impact lives across South Dakota.

## 3.1.2 media approach

Our approach to media is holistic, as we build plans that are channel agnostic and in collaboration with all disciplines. We start with objectives and measures of success, and then examine the market – the customers and the competitors – looking for seams of opportunity.

Our team includes seasoned experts in planning and buying for all areas of media, including digital, social, search, radio, national and spot broadcast (television), print, out-of-home, direct response and mobile.

Specifically, as related to this effort, we anticipate tapping into the vast power of digital media. We have deep experience in targeting niche audiences. As mentioned earlier, we put the target audience at the center of everything. By truly understanding the target, we can ensure we are effectively reaching them. Through the explosion of data that is available, we can take advantage of sophisticated targeting methods to surround our audience with information. By using techniques such as geo-targeting, behavioral, look-a-likes, custom micro segmentation, passion points, re-marketing – the list goes on and on – we can be in places where our audience is most open to receiving information.

**The core activities of our Media team include:**

### Media Planning:

Overall strategy and planning for paid media activities.

### Media Operations:

Execution of the buy, trafficking duties, and all media billing and reconciliation.

### Media Buying:

Purchasing of paid media and stewardship of the buy.

### Engagement Strategy:

Media, digital and marketing trends expertise, creative technology and analytics integration.

### Analytics:

Custom reporting and optimization recommendations.

## 3.1.3 client service approach

At broadhead, everyone has a role in client service. We are in the business of helping clients achieve business or organizational objectives; and everyone can contribute to that success, every day. With that said, the primary responsibility for client service lives with our Client Service team. Each client has a Vice President | Account Director leading their business. These individuals average 20 years of marketing experience across a wide swath of clients, brands and industries. They lead cross-functional agency teams of discipline experts, anticipating challenges, exploring opportunities, pushing boundaries and creating a culture of 'no surprises' and excellent client service.

Each client has different needs and requirements. Within the first 30 days of a new client relationship, we collectively determine billing needs and requirements, frequency of status calls and reports, and review (and adjust as needed) the process for creative brief development and review, routing and approvals, production timelines and other reporting requirements as defined by the client.

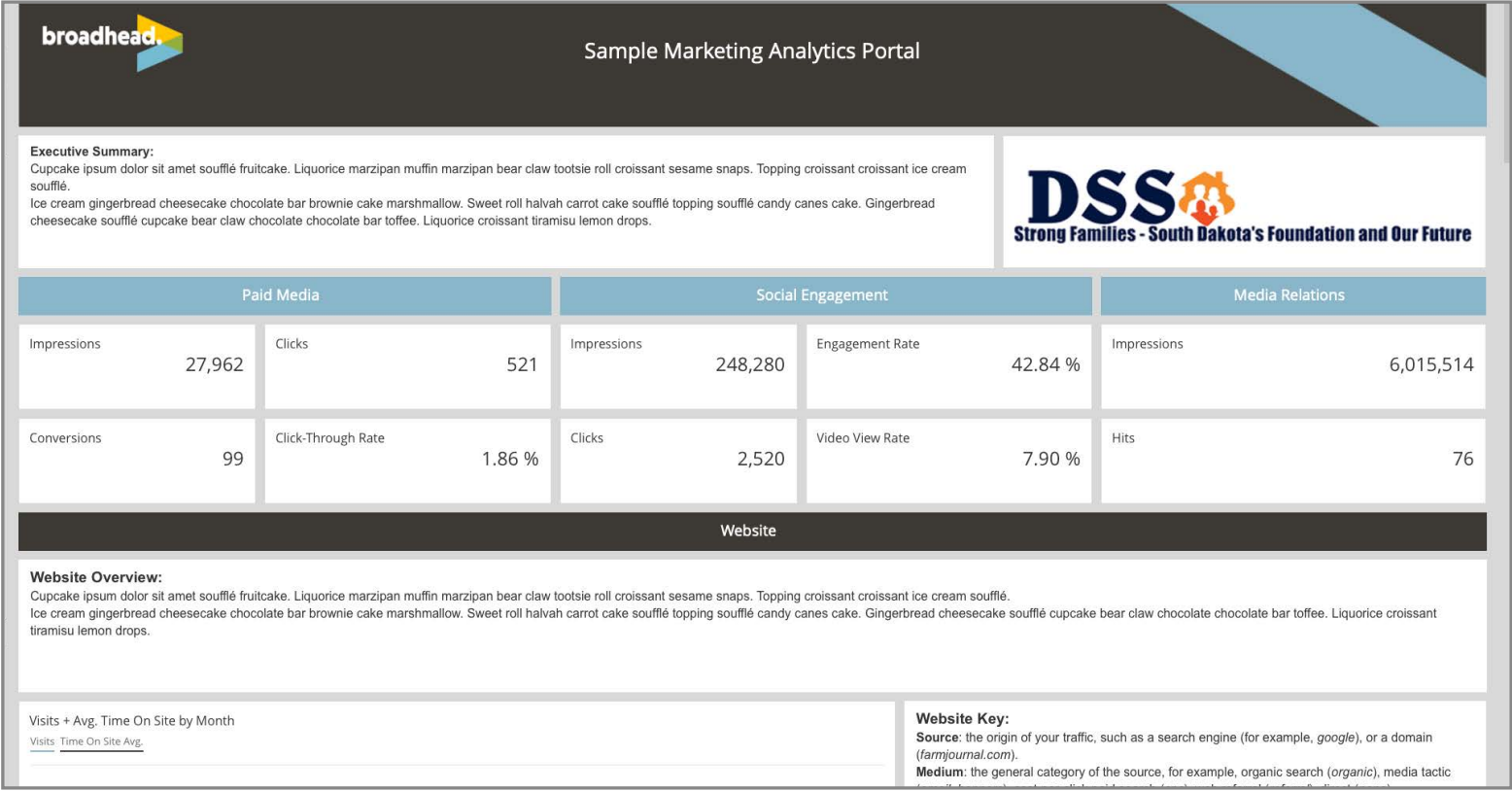
# 3.1.4 campaign evaluation approach

Measurement is embedded into every stage of campaign development, execution and management at broadhead. Whether we are the developers and drivers of the measurement strategy, or if the foundation has already been put in place by the client, we are committed to optimizing campaign results and being the best stewards of our clients' investments.

Using our custom analytics process, we can closely track all facets of the campaign. We receive real-time data feeds from digital reporting systems including Google Analytics, Google Data Studio, Google Ads, DART/DoubleClick, Social Studio, Critical Mention, Facebook, Instagram, Twitter, LinkedIn and Pinterest. Additionally, our process includes

manually fed data from direct marketing and earned-media efforts, and we welcome integration with any client in-house analytics vendors.

All of this is curated into our Marketing Analytics Portal (see image below), which provides clients access to all data, insights and optimization recommendations.



marketing analytics portal

## 3.1.5 access to senior talent

Our teams are built around five groups — client service, insights and planning (Rabbit), engage (media and public relations), creative and production services. We believe that digital and social fall into the realm of many, and therefore aren't "siloed" into standalone departments. On any given account, that could mean a senior account lead, plus a supervisor or account executive, depending on scope, a strategist, a media director, a senior PR lead and a creative director.

As you will see in section 4.4.1, the proposed team for this effort is led by a VP | account director with 15+ years of experience, and supported by senior members of Rabbit, creative and engage.

Additionally, agency leadership are very involved in client business and actively participate in planning and strategy conversations.

### agency structure

| client service             |                  | creative         |        |                       | production services  |                         |
|----------------------------|------------------|------------------|--------|-----------------------|--|-------------------------|
| account service            | project managers | art direction    | design | copywriting           | production <ul style="list-style-type: none"><li>• broadcast</li><li>• digital</li><li>• print</li></ul> | desktop/studio proofing |
| engage                     |                  |                  |        | insights and planning |  |                         |
| technical writers          | media relations  | events           | social | planning + analytics  | research   | technology              |
| media planning + analytics | media operations | digital strategy | IA/UX  |                       |  |                         |

### sample client team

| strategist      | vp   account director |                       | creative director |                    |
|-----------------|-----------------------|-----------------------|-------------------|--------------------|
| account service | project manager       | public relations lead | media director    | digital strategist |

# section 3.2

## general expectations

At broadhead, we are nothing without our people. In the agency business, they're what makes everything happen. That's why we take our time to find the right talent and invest in growth opportunities to keep them. Over the past five years, no agency of similar size in our space has had lower turnover. And that's important for our clients and our agency culture.

It means we've built a team of passionate, driven individuals who bring their all to every project and client in the agency. We strive to provide a talent mix that includes great category experience and great specialty experience.

The question every client wants answered is "what's it like to work with broadhead?" The short answer is every client is different but our promise is the same and you find it in big type on our wall (see next page).

Partner. Clear vision. Trust. We seek the same in a client that we believe they would seek in us. We seek collective success, where we win together and grow together. And in doing so, can make a clear difference for the people of South Dakota.



WE CHAMPION THE CHALLENGERS: THOSE DRIVEN TO DISCOVER. WE POSSESS A PASSION TO WIN; THOSE WHO RECOGNIZE ADVERSITY AS ON THE PATH TO OPPORTUNITY; AND THOSE WHO VALUE PARTNERS THAT GRAB THE BULL BY THE HORNS TO MAKE SUCCESS HAPPEN.

# section 3.3

## creative services

From an agency perspective, one of the wonderful things about new business is the opportunity to dream big and live in a world of unlimited "What if? Could we?" possibilities. One of the hardest parts of new business is creating work in a vacuum, without the benefit of client collaboration. To that end, we've taken the information the Department has provided, conducted our own research and developed a thought-provoking approach to help combat methamphetamine use in South Dakota.

broadhead is recommending an integrated campaign, including print, television, radio, digital and social. Campaign elements are contained in several sections of this response. Section 3.3 contains the creative rationale, creative mantra and the first look at the hero image of the campaign.



please go to  
**[rfp.broadheadco.com/sddss](http://rfp.broadheadco.com/sddss)**  
to hear Wayne Carlson,  
VP | Rabbit and Walt Burns,  
Creative Director, explain the  
inspiration behind **I'm On Meth.**

## 3.3 creative services

We are not the first to embark on an awareness campaign focused on the methamphetamine crisis, and truth be told, some very emotional and impactful work has been done in the past. As we dove into this challenge, the first question we asked ourselves was what new approach can we add to the conversation?

Looking at previous meth awareness campaigns we discovered they all took a similar direction – target people who might try meth and convince them it is a terrible risk and stands an almost certain chance of destroying their lives. The statistics are scary and thus the messaging has steered towards fear.

Often, the path to developing great creative work that connects on an impactful and emotional level is to narrow the audience. But as we dug deeper, broadhead discovered that as we expanded the audience, it led us to a unique space and a message that thus far, has been missing from the dialogue.

The message lies in the thought that if you think meth is someone else's problem, a problem only in someone else's neighborhood, town or family, you're wrong. The only way to stem the tide is for everyone to be involved. We want to shift the message from fear to empowerment.

Now, how do we deliver this message in a powerful way that captures the attention of a diverse group? Our delivery is bold and aims to not only get people thinking but talking as well. We want all South Dakotans to be vested in this fight and feel that the State of South Dakota is providing ways they can affect positive change, so our call-to-action is just that – a call that leads to action.

Note: We have used stock imagery in these concepts. If broadhead is awarded the business, we plan for a photo and video shoot in South Dakota to ensure the authenticity of the creative and the appropriate representation of its citizens.




# the idea

Simply, but powerfully telling the story that meth is everyone's problem, we ask the audience to engage and think. Visually, we see South Dakota residents – grandmothers, businessmen, tribal elders, people who we would not expect to be dealing with the meth crisis directly, combined with the headline, "I'm on Meth." It is inclusive, empowering and establishes the idea we are creating a movement for all South Dakotans to take an active role in keeping their state a great place to live.



### 3.3 creative services




**I'M ON  
METH.**

There's a problem in South Dakota and we need everyone on it.  
Because it's our neighborhood. Our families. Our lives. And meth doesn't belong here.

1-800-662-HELP • [ImOnMeth.com](http://ImOnMeth.com)

**METH.  
WE'RE ON IT.**



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### 3.3 creative services

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**METH.  
WE'RE ON IT.**

# section 3.4

**media purchase/placement services**



## 3.4 media purchase/placement services

Because of the unique complexities in South Dakota, we are recommending a layered engagement approach. The media usage habits of a 14-year-old boy and a 55-year-old woman and the tribal communities are significantly different. The concern with a one size fits all plan is that it will only be effective to the middle and would not create effective impact to the population at highest risk for addiction.

The first layer is a base which identifies common media usage across the state. The additional layers ensure strong delivery to high-risk populations with alternative media usage patterns.

Additionally, we recognize and have addressed digital connectivity challenges in rural areas and inaccessibility of paid media channels for

those with limited income or below poverty levels. Therefore, the recommended media mix always includes some free, open-access media.

We believe this plan will be successful in increasing awareness and encourage engagement because:

- We are segmenting our efforts to reach four distinct audiences.
  - General South Dakotans, both in urban and rural areas.
  - American Indian populations.
  - Generation Z (people aged 10-24).
  - Parents with children under the age of 18.

- Our recommendations are rooted in data
  - we will be meeting our target audiences where they are, ensuring we get eyeballs on our messaging.
- We are using multiple types of media, implementing a surround-sound approach, to ensure we reach people multiple times in multiple ways.
  - Within this, video placements are prioritized to provide the most impactful communications since they support sight, sound and motion.
- Flighting of the communications are strategically cadenced to play off each other and consumer media consumption habits.

## 3.4 media purchase/placement services

### layer 1: base media plan

The base media plan focuses on a common interest point to reach all demographics and geographies across South Dakota. We landed on a focus of weather and news. Populations have a varied interest in news (generally dependent on education level). However, everyone is affected by weather regardless of education, profession, etc.

### some highlights include:

#### social media

We will use the highest reach platforms such as Facebook, Instagram and YouTube. As indicated by Pew Research, 67% of Americans get news from social media.



#### television

We will focus on local news programming which provides high reach. We will also include analog stations for free access.



#### digital advertising on local newspaper websites

Local newspaper websites will encompass most of our digital advertising buy, which will allow us to reach both urban and rural residents.



## 3.4 media purchase/placement services

### radio

We will focus on specific stations and state-wide news networks, such as the Dakota News Network. We will also layer in audio streaming via Spotify and i-Heart to extend reach and cost-efficiencies.



### out-of-home

We will extend reach by using high traffic locations, such as interstates, to build message impact through high frequency. We will also include a heavy up with indoor posters.

### paid search

We will identify keywords that are currently untapped opportunities to drive users to treatment education and prevention resources. There are many keywords we would avoid using in our plan because other efforts (i.e. federal government) are already bidding on those keywords. Our keyword strategy would focus on our marketing campaign terminology, slang words for meth, and any other mentions of meth where undesirable search results occur.

### 3.4 media purchase/placement services



out-of-home

## 3.4 media purchase/placement services



out-of-home

## 3.4 media purchase/placement services

### layer 2: high risk/alternative media habits

These target segments will benefit from the base plan and audience duplication, but we recommend a heavy-up in media weight toward these segments to ensure communication to those most at risk.

#### heavy-up target audience american indians

We are recommending a custom heavy-up that aligns with the media consumption of American Indians. Specifically, this includes:

- Custom targeting on Facebook, Instagram and YouTube, with a focus on the following South Dakota counties where the tribal communities are located: Oglala Lakota County (Shannon County), Jackson County, Corson County, Todd County, Moody County, Ziebach County, Dewey County, Charles Mix County, Buffalo County, Roberts County.
- Extension of billboard locations on major interstates near tribal communities (as billboards are not allowed on reservations).
- Radio on specific American Indian stations.

#### heavy-up target audience generation z (aged 10-24)

Generation Z is an especially important heavy-up target, because we know that on the younger end of this spectrum, these children are easily influenced. And those between the ages of 16-24 have been identified as those at highest risk for addiction. Our heavy-up would consist of:

- Social media platforms to align with the data that indicates that Generation Z's primary media consumption is social media. We will focus primarily on Snapchat and Reddit for this segment.
- In-app gaming placements are also a great opportunity to reach this audience where they already are. We would explore partnerships with Fortnite, Pokemon Go and others to reach this audience while they are engaged in these games.

#### heavy-up target audience parents of children under the age of 18

We think this is a great audience to heavy-up against because it provides us an opportunity for "duo-prevention." We can help prevent potential parent addiction, but also provide information to help parents recognize the signs and/or risks of their child's substance abuse. Our heavy-up recommendation includes:

- Social media, including Instagram and Facebook.
- Connected TV, which would be bought in a programmatic fashion to identify parents and deliver targeted messages.

## 3.4 media purchase/placement services

### engagement plan recap

We are excited about this plan and the difference it can make in helping to prevent methamphetamine use and addiction in South Dakota. We wanted to provide a few final thoughts, specific to this plan:

Our deep understanding of urban and rural media provides us with a unique advantage for this marketing effort, and we will tap into the synergies of both. We're proud of how we work with clients to create innovative opportunities

in all forms of media (paid, earned and owned), which not only drives awareness but results in true engagement and action.

The relationships we build with media partners not only ensures we get the best buy for our clients, but the amount of added-value opportunities that we secure helps to extend the investment in unique and memorable ways.

By building in measurements throughout the plan, we will continually optimize to ensure we are reaching as many people as possible.

One final thought, we will work with the Department as directed to ensure billing and reporting needs are met.

On the following pages we've included a Engagement Schematic that outlines the recommended communication vehicles along with timing and investment levels.

## 3.4 media purchase/placement services

### engagement schematic

|   | 2019 |     |     |     | 2020 |     |     |     |     |
|---|------|-----|-----|-----|------|-----|-----|-----|-----|
|   | sept | oct | nov | dec | jan  | feb | mar | apr | may |
| <b>base media plan</b>                        |      |     |     |     |      |     |     |     |     |
| <b>local news/weather</b>                     |      |     |     |     |      |     |     |     |     |
| analog television                             |      |     |     |     |      |     |     |     |     |
| news dayparts                                 |      |     |     |     |      |     |     |     |     |
| :30 spots                                     |      |     |     |     |      |     |     |     |     |
| rapid city and sioux falls DMAs               |      |     |     |     |      |     |     |     |     |
| 400 GRPs/month                                |      |     |     |     |      |     |     |     |     |
| newspaper websites                            |      |     |     |     |      |     |     |     |     |
| i.e.: ArgusLeader.com, RapidCityJournal.com   |      |     |     |     |      |     |     |     |     |
| rich media banner ads                         |      |     |     |     |      |     |     |     |     |
| 750,000 impressions/month                     |      |     |     |     |      |     |     |     |     |
| social media                                  |      |     |     |     |      |     |     |     |     |
| i.e. facebook + instagram                     |      |     |     |     |      |     |     |     |     |
| 1,000,000 impressions/month                   |      |     |     |     |      |     |     |     |     |
| radio   |      |     |     |     |      |     |     |     |     |
| local stations and state news networks        |      |     |     |     |      |     |     |     |     |
| :30 + :60 spots                               |      |     |     |     |      |     |     |     |     |
| <b>extended reach + frequency</b>             |      |     |     |     |      |     |     |     |     |
| out-of-home                                   |      |     |     |     |      |     |     |     |     |
| billboards placed on high traffic highways ~8 |      |     |     |     |      |     |     |     |     |
| indoor posters: restroom placements           |      |     |     |     |      |     |     |     |     |
| <b>traffic/information driver</b>             |      |     |     |     |      |     |     |     |     |
| search  |      |     |     |     |      |     |     |     |     |
| multi-layered keywords                        |      |     |     |     |      |     |     |     |     |



# 3.4 media purchase/placement services

## engagement schematic

|   | 2019 |     |     |     | 2020 |     |     |     |     |
|---|------|-----|-----|-----|------|-----|-----|-----|-----|
|   | sept | oct | nov | dec | jan  | feb | mar | apr | may |
| <b>high risk + alternative media habits</b> |      |     |     |     |      |     |     |     |     |
| <b>demo-specific</b>                        |      |     |     |     |      |     |     |     |     |
| <b>american indians</b>                     |      |     |     |     |      |     |     |     |     |
| social media                                |      |     |     |     |      |     |     |     |     |
| custom targeting                            |      |     |     |     |      |     |     |     |     |
| i.e. facebook + instagram                   |      |     |     |     |      |     |     |     |     |
| 50,000 impressions/month                    |      |     |     |     |      |     |     |     |     |
| radio                                       |      |     |     |     |      |     |     |     |     |
| i.e.: KILI - voice of lakota nation         |      |     |     |     |      |     |     |     |     |
| out-of-home                                 |      |     |     |     |      |     |     |     |     |
| billboard placements, reservation entrances |      |     |     |     |      |     |     |     |     |
| <b>parents of children: under age 18</b>    |      |     |     |     |      |     |     |     |     |
| social media                                |      |     |     |     |      |     |     |     |     |
| i.e. instagram, snapchat                    |      |     |     |     |      |     |     |     |     |
| 200,000 impressions/month                   |      |     |     |     |      |     |     |     |     |
| connected tv                                |      |     |     |     |      |     |     |     |     |
| :30 spots bought programmatically to demo   |      |     |     |     |      |     |     |     |     |
| 100,000 impressions/month                   |      |     |     |     |      |     |     |     |     |
| <b>generation z - aged 10-24</b>            |      |     |     |     |      |     |     |     |     |
| social media                                |      |     |     |     |      |     |     |     |     |
| i.e.: snapchat, reddit                      |      |     |     |     |      |     |     |     |     |
| 300,000 impressions/month                   |      |     |     |     |      |     |     |     |     |
| <b>gaming placements</b>                    |      |     |     |     |      |     |     |     |     |
| i.e. fortnite                               |      |     |     |     |      |     |     |     |     |
| 100,000 impressions/month                   |      |     |     |     |      |     |     |     |     |

# section 3.5

**digital/social media services**



## 3.5 digital/social media services

In addition to the details provided in 3.4, we wanted to highlight some additional thoughts specifically about social for this campaign.

To support meth education, prevention and recovery, we recommend the following goals for social media advertising:

### Brand Awareness:

Focusing on impressions and brand recall lift (specifically for Facebook and Instagram, which measures the amount of people who remember your ad after two days).

### Conversions:

Priority would be given to users who take an action on the campaign website to get more information (i.e. find a local treatment agency, get resources, etc.)

### Traffic to website:

Landing page views.

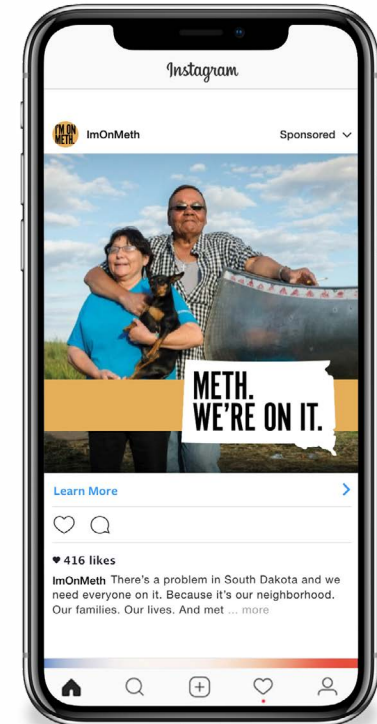
### Video Views:

Video views, views to completion.

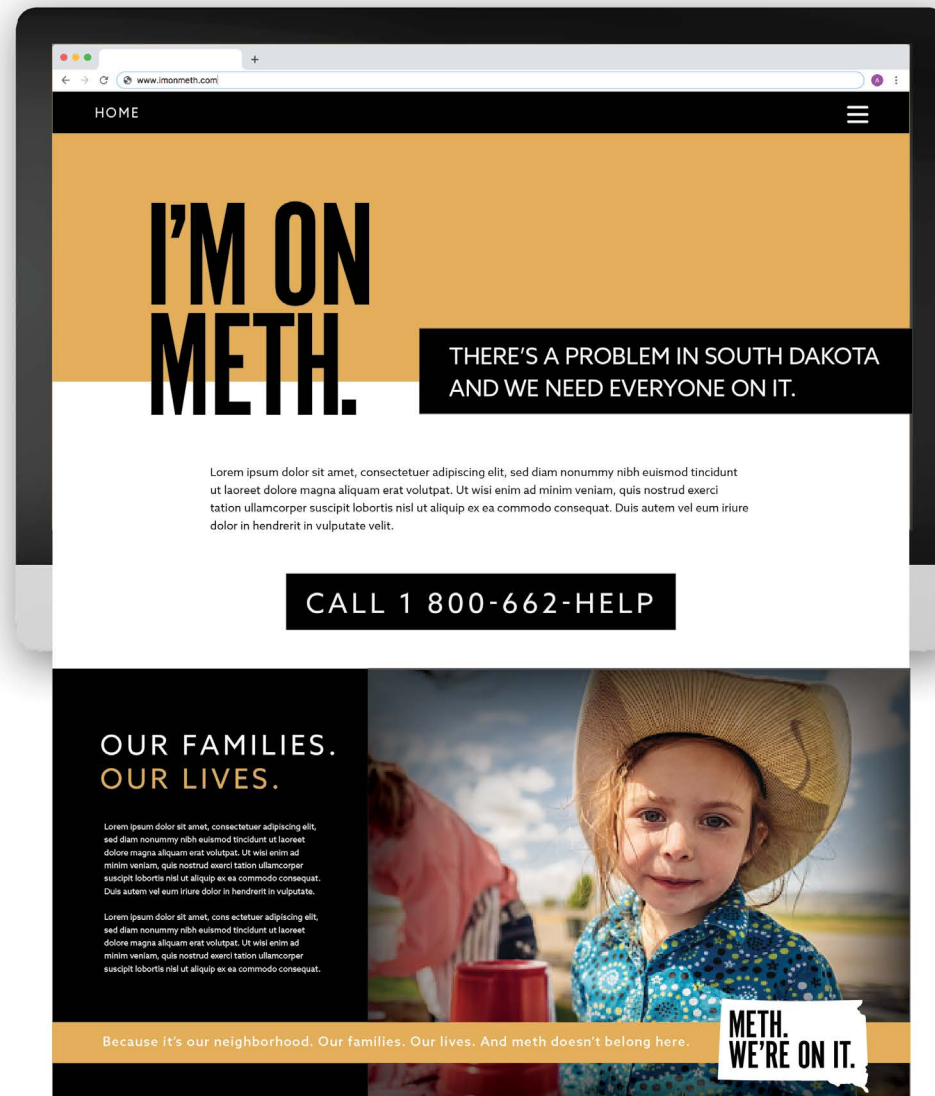
We noticed in the provided “Meth Changes Everything” Digital Report that regardless of what the objective was, optimizations were mainly based on impressions, reach and clicks. We want to ensure that moving forward optimizations are evaluated on these goals to ensure we stay true to campaign objectives.

Additionally, when thinking about the social content for this campaign, we recommend building a content program that is based on the following three pillars:

- **Prevention:** content to curb experimentation or use of meth.
- **Treatment and Recovery:** content focused on people who are seeking treatment or are in recovery.
- **Friends and Family:** content to engage the broader community, providing resources to help prevent the spread of meth use.



## 3.5 digital/social media services



campaign landing page  
ImOnMeth.com

# 3.5 digital/social media services

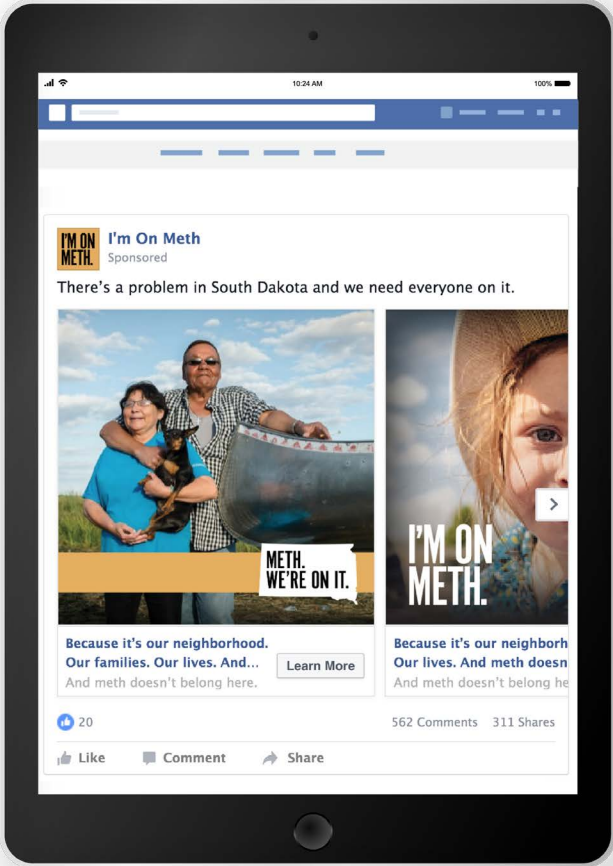
insta story



insta post

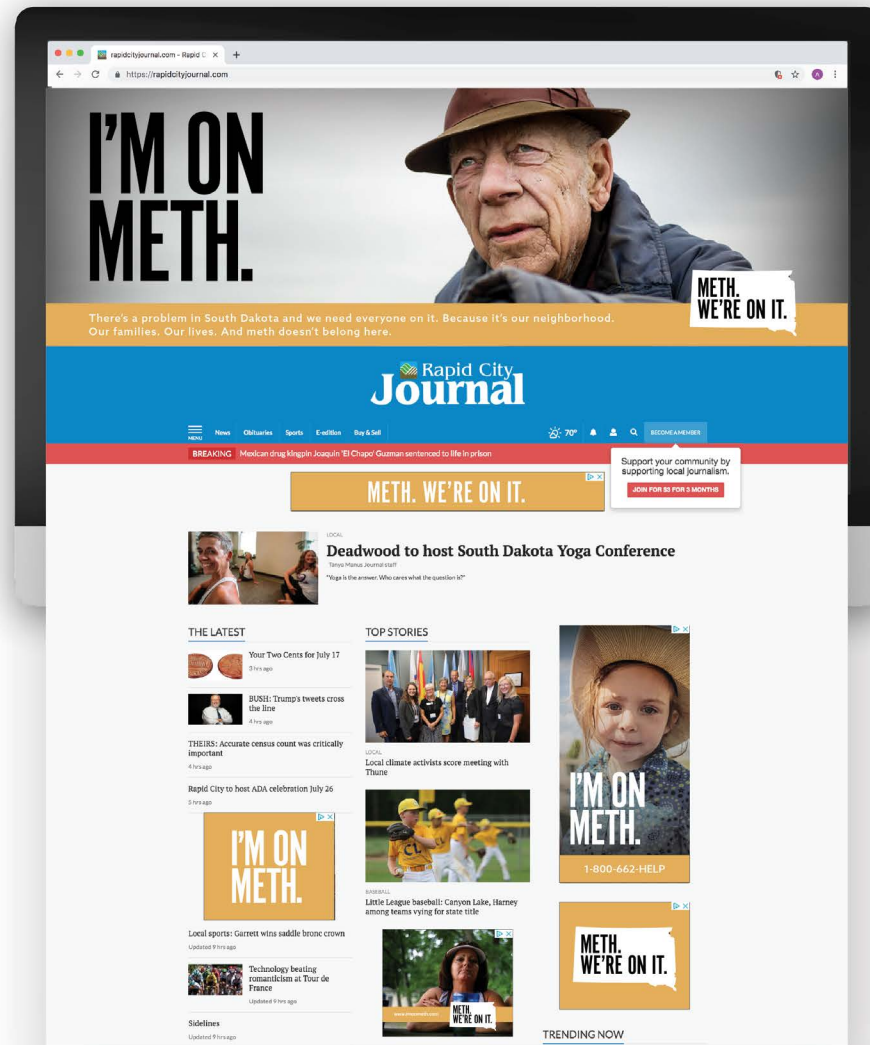


snapchat ad



facebook ad

## 3.5 digital/social media services



digital takeover of local  
newspaper websites

# section 3.6

## development, printing and promotional procurement

We have a 10-person production team that handles desktop/keyline production, proofreading, photo re-touching, front-end web design, email and banner ad production and art buying, among other production skills. Included in this team is a group of experienced print, digital, and broadcast producers.

Our production team has relationships with printers, studios, photographers, developers, etc., in Minneapolis and across the country. Our team works to negotiate the best rates for out-of-pocket production expenses; manage usage rights for print, digital and broadcast; and generally ensures we have the right outside partners supporting our clients' business.

We also frequently purchase promotional merchandise for our clients. As with print materials, we select partners for promotional products by project, and do utilize more than one supplier based on price, timing or other variables. We welcome working with the State on promotional merchandise needs and would be open to using any of your preferred suppliers.

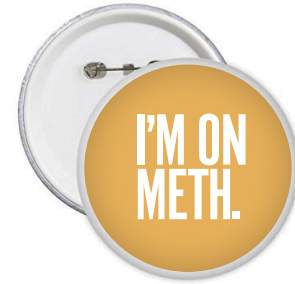
We have several clients with preferred print and/or premium partners. We maintain strong working relationships with those companies to ensure we collectively deliver the best product for the client.



## 3.6 development, printing and promotional procurement



t-shirts



hats and pins



pop-socket



laptop sticker



bumper sticker

# section 3.7

## public relations services

There are many public relations opportunities associated with this effort. We'd partner with the Department to amplify any ongoing efforts. Beyond that, we would recommend several specific ideas to launch the campaign. (More details about our public relations capabilities can be found in 4.9)

### media relations

Beyond the paid campaign elements, our strategic-minded PR team connects with media to use as a vehicle to tell an organization's story. In this case, we recommend a broad South Dakota distribution announcement that explains all the campaign elements, its mission and how it is coming to life across the state, plus various facts and stats to support the importance of this campaign to

all South Dakotans. We would work with the Department to create a content calendar for on-going media relations efforts.

Along with the initial announcement release, we recommend offering interviews with a spokesperson who can speak further about the campaign and its importance. Media targets include local and state newspapers, broadcast TV and radio, plus online-only outlets – all of which focus on local, South Dakota news.

Following the initial campaign push, we recommend a follow-up announcement to highlight all known results of the campaign, such as a change in the various reported statistics, actions taken, sentiment change, etc. to showcase to community members the results of this important work.



## 3.7 public relations services

The PSA addresses the idea that meth is everyone's problem and promotes the resources available to get help and support. Featuring Governor Kristi Noem and Julian Bear Runner, president of the Oglala Sioux Tribe, the copy reiterates the importance of getting everyone to be on the lookout for meth.

### PSA Script

**VIDEO:** (open on Kristi Noem. She is standing in front of a school and wearing a t-shirt that says, "I'm on meth.")

**AUDIO:** "I'm Kristi Noem, governor of South Dakota and we have a problem in South Dakota that needs your attention. In the last several years, the methamphetamine crisis has grown at an alarming rate here in our state.

**VIDEO:** (Cut to Julian Bear Runner wearing a "I'm on Meth" t-shirt)

**AUDIO:** "I'm Julian Bear Runner, Oglala Sioux Tribal President. Left unchecked, it is hard to imagine meth not affecting everyone and everything we care about in this place we love. The truth is, this is all of our problem and we need all of us to get involved."

**VIDEO:** (cut back to Noem)

**AUDIO:** We all need to get on it.

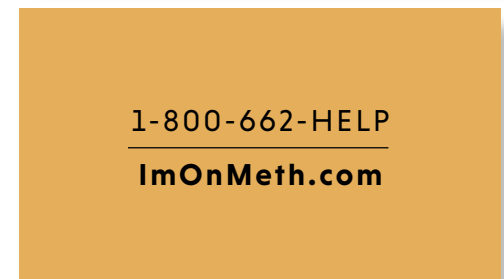
**VIDEO:** (cut back to Bear Runner)

**AUDIO:** "When you see something happening or if you know someone who needs help, make a call to 1-800-662-HELP (4357)"

**VIDEO:** (back to Noem)

**AUDIO:** "...or go to [ImOnMeth.com](http://ImOnMeth.com) and make a difference.

Get on meth. And let's get it out of South Dakota."



## 3.7 public relations services

### I'm On Meth educational kits

Educational kits will provide local organizations and tribal communities with resources to promote the "I'm On Meth" campaign. Additional school-focused kits would be created to roll out the movement at a school level through a partnership with the South Dakota Education Association.

These kits can be disseminated through strategic partnerships that include the following:

- General South Dakota:
  - We would look to partner with South Dakota Education Association, as mentioned above, and also with non-profits that work directly with at-risk South Dakotans such as GROW South Dakota, Feeding South Dakota, Rapid City Community Conversations.

- In the tribal communities:
  - We recommend initiating partnerships with many of the groups working to improve life on reservations to encourage additional disseminating of materials. Organizations include: Kiyuksa O'Tipi Reintegration Center, First Families Now, OST Emergency Youth Shelter and Oglala Lakota Children's Justice Center.
  - Additionally, we will share kits with American Indian-focused media like Native Hope to encourage further dissemination of the campaign.



poster



brochure



notebook



note: creative will be versioned for tribal community use.

# section 3.8

research services

## 3.8 research services

Working with the Department to define campaign goals and desired actions, we would implement a test-and-enhance approach to ensure the effectiveness of campaign elements prior to placing them in market. Testing of these materials is best done in a focus group setting, so that we can gather insights of great depth and uncover opportunities to adapt and improve the product as needed. Further; having structured, but free-flowing conversations around the topic, allows us the opportunity to uncover engagement extensions and opportunities.

Details of our focus group approach include:

- Two focus group sessions with members of three audience segments, for a total of six sessions.
- Our focus groups will represent rural, urban and American Indian audiences, respectively.
- Our 2-hour sessions with each audience will be used to gauge their reactions to the creative and messaging as well as uncover any engagement opportunities not currently in the plan, but worthy of exploration, according to focus group feedback.

Additional information about our research capabilities can be found in section 4.11, while campaign measurement is addressed in 3.1.4.

# section 3.9

**video, dvd, motion picture  
and other advertising services**





## 3.9 video, dvd, motion picture and other advertising services

### COPY DECK



July 2019

**Client: SD Meth RFP**

Job #: 12997; Project: 2019 RADIO; Version 2

---

:60 Radio "I'm On Meth"

*FX: Sounds of a mechanic shop in background throughout. A grizzled middle-aged mechanic begins V.O.*

**VO:** I'm John, and I'm on meth.

Because my neighbors are on meth.

Because my son's high school is on meth.

Because studies show that normal, sober people can become meth addicts after just one hit. And because the people that try meth for the first time are younger every year.

So instead of putting on blinders while the 7<sup>th</sup> graders down the street are being offered a drug that's guaranteed to destroy their lives, I'm getting on top of it — and so should you. Learn the warning signs of meth use at ImOnMeth.com. If you or a loved one need help, or if you know of someone who does, call 1-800-662-HELP, and be proactive about killing this epidemic before it kills our community.

A meth problem is everyone's problem. It's time to get on it.

### COPY DECK



July 2019

**Client: SD Meth RFP**

Job #: 12997; Project: 2019 RADIO; Version 1

---

:60 Radio "I'm On Meth"

*FX: Sounds of a high school hallway in the background. High-school-aged girl begins V.O.*

**VO:** I'm Alyssa, and I'm on meth.  
And so is every one of my friends.  
And my teachers.  
And my parents.

We're looking for meth because my brother wasn't — meth found him at a party, and even though he thought he was just trying it, meth was all he thought about ever again.

So now instead of ignoring it, or whining about it, or laughing it off when I see it at school, I'm actually looking for it — and I need your help. Learn the warning signs of meth use at ImOnMeth.com. If you need help, or if you know someone who does, call 1-800-662-HELP, and be proactive about stopping this epidemic in its tracks.

A meth problem is everyone's problem. It's time to get on it.

radio scripts

## 3.9 video, dvd, motion picture and other advertising services

The television spot features “ordinary” South Dakotans, with cameos from South Dakotan celebrities.

As described in section 3.4, television, radio and social media are key components of our engagement plan to reach the varied demographic and geographic audiences in South Dakota.

Our specific video production capabilities are detailed in section 4.8 and examples of prior work can be found in our creative portfolio, section 4.7.

Please go to [rfp.broadheadco.com/sdds](http://rfp.broadheadco.com/sdds) to hear a rough track of the radio spot and view additional samples of our broadcast and social work.

### TV Spot

We see various South Dakotans address the camera.

VIDEO: (open on a grandmother sitting in a church pew)

AUDIO: “I’m on meth.”

VIDEO: (cut to a little league coach in the dugout)

AUDIO: “I’m on meth.”

VIDEO: (January Jones at a coffee shop)

AUDIO: “I’m on meth.”

VIDEO: (cut to an American Indian elder)

AUDIO: “I’m on meth.”

VIDEO: (cut to Brock Lesnar ready to enter the ring)

AUDIO: “I’m on meth.”

VIDEO: (cut to Pine Ridge Football team on the sidelines, the camera goes down the line and each player responds)

AUDIO: “I’m on meth.”

VIDEO: (cut to some young artists in Art Alley, Rapid City)

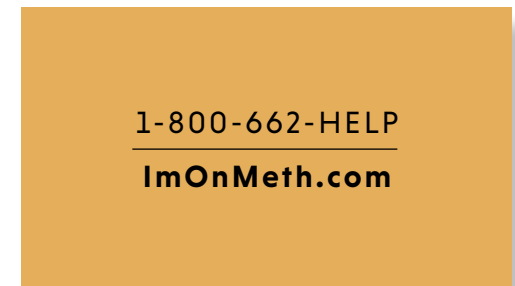
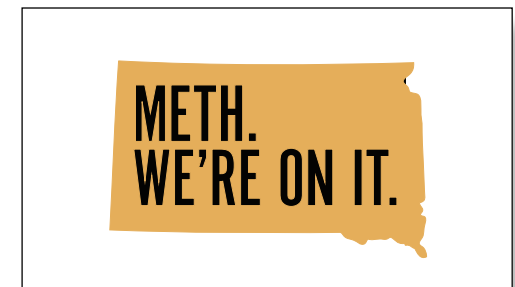
AUDIO: “Meth has become a big problem in South Dakota and we need everyone to get involved. We need everyone to get on it.”

LOGO TAG

Meth. We’re on it.

1-800-662-HELP (4357)

ImOnMeth.com



# section 3.10

planning and progress reporting

## 3.10 planning and progress reporting

We begin planning with a general discussion with our clients, to understand key opportunities and challenges, budget parameters, as well as any new competitive information. From there, our Rabbit team (insights and strategy) develops an insights report that drives our planning process. The report incorporates trends effecting our clients and their customers, competitive analysis as well as any prior year results.

Rabbit facilitates a strategic planning workshop with key leadership from the client and the agency to ensure all players have input into the planning process. Once we receive input, our team of experts develops a Strategic Framework that includes: communication objectives, strategies and tactics along with engagement planning parameters. This framework is shared with our clients and any adjustments are made. The next and final step is the development of the detailed communications plan that results in a final Scope of Work.

### Progress Reporting

With every campaign, we strive to bring new learnings forward to our clients, whether they come from data analysis, audience feedback, A/B message testing, social chatter or tests of new tactics. By curating all campaign data into a single customized dashboard (section 3.1.4), we can quickly and securely draw insights and adjust campaigns, if needed.

In addition to the dashboard, we strive to provide program and promotion analysis that gets to an ROI. We understand the pressure clients are under today to prove the value and return of the dollars they are spending. We partner with our client's data team to ensure we can tie efforts back to business objectives and critical success factors. We work with each client to determine measurement cadence, and we include actionable recommendations whenever we share metrics.

The format and timing of progress reports and analytics will be determined by the client and agency within the first 30 days of the contract. (section 3.1.3)

**The caveat with an RFP assignment: the work you are seeing in this proposal was developed in a vacuum, without the benefit of client dialogue. If we were chosen as the Department's partner in the effort, one of our first steps would be to review the proposed creative and engagement approaches and refine as necessary per input. However, with the research and insights already gathered for this response, we are confident in our ability to provide a detailed plan within one month of the contract being awarded.**

# section 3.11

## special projects

We like to say we have the power of Minneapolis behind us. The Twin Cities are a Top 5 agency market. Which means we have a nearly unlimited pool of creative, media, digital, account service, public relations and production resources to tap into at a moment's notice. If special projects are needed to support the program and the State Department, we can quickly add resources to the team.







# section 4.0

## proposal requirements and company qualifications

- 4.4 agency overview
- 4.5 prior experience
- 4.6 creative services
- 4.7 creative portfolio
- 4.8 photography
- 4.9 public relations
- 4.10 social media
- 4.11 market research
- 4.12 fee schedule
- 4.13 project familiarity + availability
- 4.14 special projects constraints
- 4.15 proposed project management techniques

# section 4.4

## overview

## agency background

broadhead is the largest, independent, full-service marketing agency in Minnesota. We have a team of 90 full-time writers, designers, developers, media and social strategists, PR pros, planners, and generally talented people. We like to say we're big enough to have the tools clients need to grow and small enough to provide the attention they require.

Since our founding in 2001, we've focused on bridging the differences between urban and rural audiences. You might ask: Why is that important? The truth is that urban + rural America are incredibly dependent upon each other but see the world through much different lenses. And in South Dakota, more than half the population lives in rural areas (USDA-ERS).

Layer on top of that the great disparity in education, socioeconomics and diversity – and you begin to see why one size can hardly fit all.

Understanding the common values as well as differences in these groups is what makes broadhead different. Whether we're representing a food client, an agricultural client, a government agency or an enthusiast client, we start at the intersection of urban + rural and then apply the appropriate lens. With the right lens comes higher engagement and understanding. And that's the true measure of success. Are we driving engagement and change? Deliver the right message, to the right audience, at the right time, and you have a much better opportunity to succeed.

The idea of "Audience First" is at the center of all the work we do for clients. It means taking the time to listen and understand relevant conversations happening in the marketplace. It's looking internally and externally to understand what matters most to our target audiences. It's understanding how our client's position meets the specific needs of their target audience.

In staking out that position for our client, we build a brand or an engagement plan designed to effectively cut through the clutter that all of our audiences are facing every day. And just as importantly, we are constantly measuring, responding and adjusting the plan based on in-market performance.



## The b.> Philosophy

**The agency's guiding principle is simple — be greater. Or in broadhead speak, b.>.**

**b.> is at the center of how we run our business and drives the organizational values that define our culture.**

- We believe the success of our clients leads to our own.
- We support each other, we drive each other, we succeed together, we fail together, we leave egos at the door.
- We will never stand still, we are committed to challenging the status quo, testing what's new and striving to be greater.
- We believe growth professionally and financially every year drives benefit for our people, our clients and our business.
- We operate with the highest of expectations, of our people and clients. Be good people. Be honest. Be honorable.

## our vision

To be the most effective independent agency in North America.

## our purpose

To be a tireless champion of our clients + their business.

## our mission

We help clients grow their value through revenue, reputation of brand, and authentic relationships with customers.

## areas of expertise

- Advertising
- Analytics + Measurement
- Brand Strategy
- Content Marketing
- Customer Loyalty Strategy
- Data and Technology Consulting
- Design
- Digital + Mobile
- Human-Centered Design
- Journey + Connection Mapping
- Media Planning + Buying
- Public Relations
- Research + Insights
- Social Media
- Video Shooting + Editing
- Web Development
- Workshop Facilitation

## approach to project management

In general, we take an approach of “Plan the work. Work the plan. And expect the unexpected.” And perhaps just as important, we truly believe in the concept of a “no surprises” agency. We are in constant communication with our clients. If a deadline changes, what are the implications? If we are experiencing scope creep on a job, how do we address and correct early versus waiting until the job is complete?

Cross-functional convergence teams meet every morning. What needs to get done

that day? Who needs help? Who has time to help? Convergence meetings create a broader awareness of time, workflow and deliverables across the agency, allowing us to better meet client needs.

We have a culture that enables people to feel true ownership of the project. Having a full team of owners — from account, creative, financial, producers, project managers, planners, public relations, media, technology, etc. — results in people deeply caring about the work and critically accessing it — versus pushing the project off to the next person. Technology-

wise, we utilize Workfront and ProofHQ as our primary project management tools and Advantage as our financial management tool.

When projects, big or small, are completed, we want to learn from them. We lead the cross-functional team through a Good, Difficult, Different discussion. And often clients are a part of those conversations. As a result, we’re able to better replicate what went well, and we understand and address for next time what didn’t go as planned. We also walk away with an understanding of the impact of decisions on other team members.

# section 4.4.1

## proposed team

### agency leadership

The proposed team for this project combines a cultural anthropologist, a brand strategist, and a creative director who considers his time spent in the western U.S. as a critical touchpoint in his life, as well as a seasoned account director and media director. And while it may be cliché, everyone on this team raised their hand to work on the effort. We talked earlier about how the concept of b.> permeates our agency. Helping to reduce the impact of meth on the communities of South Dakota is truly a way to help so many people b.>. And this team is ready and willing to roll up their sleeves and partner with you to impact as many South Dakotans as possible.

## 4.4.1 proposed team

**wayne  
carlson**

**vp, rabbit**  
**7 years**



Informed by a wide-ranging, 15-year marketing career, Wayne believes that through insights and intelligence, marketers can humanize brands, earning them the right to communicate with the type of problem-solving pathos that stands out amid the clutter surrounding modern audiences. That philosophy has helped Wayne guide successful endeavors for clients in a wide range of industries, including consumer (Pentair, Jim Beam, sWheat Scoop, Mayo Clinic), B2B (H.B. Fuller, Rockwell Automation, IntriCon), and agriculture (BASF, DuPont, The Mosaic Company).

**sören  
erickson**

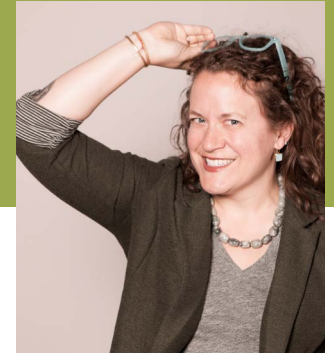
**vp,  
account director**  
**1 year**



With roots stemming to his first post-college job as a newspaper writer and editor, Sören has 15-plus years of experience as a strategic problem-solver and marketer in corporate and agency environments. Prior to joining broadhead, he held roles at Syngenta and Cargill, and previously worked at a marketing communications agency where BASF (Crop Protection, Pest Control, Turf & Ornamentals, and Professional Vegetation Management) was a longtime client. At Cargill, Sören worked in Food Ingredients, where he connected the company's supply-chain, ingredient production and food product R&D expertise to some of the largest food companies in the world.

**emilie  
hitch**

**vp, rabbit**  
**5 years**



Emilie joined broadhead following leadership roles at the inCompass Social Innovation Lab and Thinkers & Makers. She began her agency career at Olson, where she pioneered its highly regarded Brand Anthropology program and was charged with the task of probing consumer thoughts and behaviors for clients such as General Mills, Lee Jeans and Nike Bauer. A graduate of Yale with a degree in anthropology, Emilie also holds graduate degrees from the London School of Economics in anthropology and in public affairs from the Humphrey School at the University of Minnesota. She volunteers for such organizations as The Quetico Superior Foundation, Eat for Equity and YMCA Camp Warren.



## 4.4.1 proposed team

**walt  
burns**

**creative director**  
4 years



Walt began his copywriting career at J. Walter Thompson in Chicago, followed by jobs at agencies in Denver, Boston, Jackson Hole, Portland, an extended stint freelancing from a home-base in Montana, and now Minneapolis. He has produced work for clients ranging from Timberland to Nike to Hewlett-Packard to Tillamook Cheese to the State of Montana. Walt's work as both a creative director and copywriter has been featured in Communication Arts, The One Show, Print Regional Design Annual, Lurzer's International Archive and Graphis, as well as earning a substantial quantity of local, regional and National Addys and a Silver Effie.

**april  
hollander**

**vp, media director**  
8 years



Armed with deep experience in all forms of media, April has developed planning expertise she utilizes to consistently extend the reach and impact of client messaging. In addition to working with a vast array of clients, including Boehringer Ingelheim Vetmedica, Inc., Porsche and Timex, April possesses a background in both the agency and the corporate worlds that provides her with a unique understanding of the groups on both sides of the table. Always striving to expand her wealth of knowledge to benefit clients, April elected — mid-career — to strengthen her research skills by returning to school and earning a master's in library science.

**anna  
nelson**

**senior engagement  
strategist**  
2 years



Anna is a digital marketer who is passionate about developing best-in-class digital strategies that achieve client goals. With experience on both the agency and client sides, Anna works closely with account teams to apply a strategic approach across all digital channels. Her focus areas include digital advertising, website and mobile strategies, social media engagement, and digital channel measurement. Having joined broadhead in early 2017, Anna applies her digital expertise to accounts including Boehringer Ingelheim, Firestone Ag Tires and California Strawberries. Her client experience includes work for Penn State, Famous Dave's and Thrivent Financial.

## 4.4.1 proposed team

### agency leadership

#### dean broadhead

chief executive  
officer  
18 years



A 25-year marketing veteran, Dean founded broadhead in 2001, following roles in both corporate sales and agency management. A writer by trade, Dean recognized early on the role digital and technology would play in storytelling, brand engagement and the agency's ability to help clients solve tough business challenges. A self-described believer in focus, Dean built broadhead to connect the divide between urban + rural in the areas of farm, food and lifestyle. Coupling the agency's focus, its stable leadership team and incredible clients, Dean and his staff have made broadhead one of the fastest-growing agencies in the country over the past decade.

#### beth burgy

president  
16 years



As president of broadhead, Beth brings 20+ years of experience to the agency, having spent time at leading agencies including TBWA\Chiat\Day and Martin Williams. A farm girl who has replaced her boots with high heels, Beth shares her passion for agriculture with her clients. That passion also led her to serve as president of the National Agri-Marketing Association. Her client experience includes American Cyanamid, Bayer Crop Science, Boehringer Ingelheim Vetmedica, Inc., Marshfield Clinic/National Farm Medicine Center, Novartis/Syngenta Crop Protection and Pfizer Animal Health.

#### leigh thiel

svp, client service  
5 years



Leigh brings 20 years of account management and communications experience to broadhead. Work she has led for clients has resulted in multidiscipline, long-term initiatives with traction at the national level all the way down to the local level. Leigh has worked closely with leading clients including BASF, Cargill, CHS, Syngenta, Pfizer Animal Health, The Mosaic Company, Boehringer Ingelheim Vetmedica Inc., and AgStar Financial Services. Previously, Leigh was vice president, account director at Martin Williams after launching her career at Miller Meester. She still considers herself an Iowan, having graduated from Iowa State with an agriculture business degree and growing up on a corn and soybean farm near the Missouri River.

## 4.4.1 proposed team

### agency leadership

**maiya  
hoehn**

**svp, engagement**  
**3 years**



Maija leads the Engage group at broadhead, which consists of media, public relations, digital, social and analytics experts. She is a strategic communications leader committed to using all available data to develop integrated and effective advertising campaigns. Her day-to-day focus is on paid, earned and owned channel alignment, as well as providing complete measurement of all campaign activities. Working in various industries during her career, Maija has remained committed to developing campaigns that deliver results while maintaining creative integrity and brand integration. Some of her brand experience includes Syngenta, Cargill, Kubota, Boehringer Ingelheim, P.F. Chang's, JBS, Simmons Bedding and H&R Block. Maija is also involved as a member, speaker and judge throughout various advertising-related industry groups, including the 4A's, Effie Awards, AdFed and The BrandLab.

**marie  
jacobsen**

**svp, rabbit**  
**4 years**



Marie has spent her career focused on developing relevant experiences for customers across a broad set of categories. She began working in digital early on and understands the impact it can have with consumers as well as how it needs to integrate and support other channels. Marie's experience working on the corporate side allows her to see across channels and silos to ensure brands are delivering on their promise. She is driven by creating solutions that have measurable results. Marie has worked on a broad variety of brands including Life Time Fitness, Scotts Lawn Care, Payless Shoes, 3M, Lincoln Financial Group, Marvin Windows, and Country Inns and Suites.

**jeff  
tresidder**

**svp, executive  
creative director**  
**1 year**



Jeff leads the creative and production departments at broadhead. Throughout his career Jeff has helped develop impactful, results-oriented creative for three state lotteries, financial institutions, major retailers, a construction equipment manufacturer, agricultural inputs and equipment, the Minnesota DNR, a snowmobile manufacturer, the Boy Scouts of America, and much more. Jeff remains committed to reaching people in unexpected ways and impacting the way they view the world. Jeff has also been a teacher and speaker at various schools and colleges, helping students to recognize and develop their own creative abilities.

# section 4.5

## prior experience

USDA Animal and Plant Health Inspection Service (APHIS)

Minnesota Department of Transportation

Minnesota Soybean Research & Promotion Council (MSR&PC)

### 4.5.1 Case Study APHIS/ALB

## 4.5 prior experience

### client:

USDA Animal and Plant Health Inspection Service (APHIS)  
4700 River Road  
Riverdale, MD 20737

### contacts:

Rhonda Santos  
151 West Boylston Drive  
Worcester, Massachusetts 01606  
508.852.8044  
Rhonda.J.Santos@aphis.usda.gov

Heather Curlett  
USDA APHIS  
4700 River Road  
Riverdale, MD 20737  
301.851.2294  
Heather.L.Curlett@aphis.usda.gov

### dates of contract:

Oct. 1, 2011–January 31, 2016

### description of work:

USDA APHIS engaged broadhead to rally consumers around stopping a deadly tree pest – the Asian longhorned beetle. The pest was taking down tens of thousands of elms, maples and countless other trees throughout the northeast U.S. The beetle could be stopped by an engaged public who would monitor and report sightings of the beetle. Through media relations, partnerships, influencers and social media, broadhead helped USDA secure a record number of citizen reports. Highlights included stories in Time, HGTV, “This Old House,” Boston Globe and The New York Times, as well as a PSA that ran in Times Square, and also partnerships with the Arbor Day Foundation, Boy and Girl Scouts, and National Night Out. See the full case study under section 4.5.1.



## 4.5 prior experience

### client:

Minnesota Department of Transportation  
Waters Edge  
1500 West County Rd B-2  
Roseville, MN 55113

### contacts:

Brian Isaacson, Deputy Director –  
Multimodal Planning at Ramsey County  
Public Works  
brian.isaacson@state.mn.us  
651.234.7855

Brenda Thomas, Strategy and Engagement  
Director  
brenda.thomas@state.mn.us

### dates of contract:

April, 2016–December, 2018

### description of work:

Empowering the opinions of your constituents can lead to not only more informed but also more impactful strategies for change and change management.

The Minnesota Department of Transportation had a hunger to learn how to engage with the public earlier and incorporate their voices into the planning process for the future of a large section of a freeway corridor. To create a new model for engagement, it needed not only a process to follow but also a way to inspire a new kind of thinking — essentially to start the gears turning on transformative internal culture shifts. Rabbit, broadhead's insight and strategy team, was solicited to help them determine the best way to implement these changes inside and out.

We started by designing a multimethod listening program based on human-centered design principles and our L.I.V.E Intelligence approach — using everything from quantitative surveys on the phone and online to in-depth one-on-one conversations — with people who live, work and play along the corridor and with key staff from the agency.

Through these efforts, we identified the need to build both vertical relationships (individualized to specific partners and locations such as neighborhood associations, district councils, community agencies and organizations, and cities and counties) as well as coalitions and working groups horizontally across the corridor (equity advisory and technical advisory committees, leadership groups, working groups in land use and management, traffic and other technical expertise, business and economic development interests, engagement representatives, etc.).

While speaking with people throughout the listening study, it became clear that they had multifaceted expectations for the state agency. We heard themes in both how they expected the state agency to work with them as well as what they expected to be considered in designing and evaluating the actual construction/engineering work.

To jump-start a culture shift toward meeting those expectations naturally, Rabbit worked with the agency to develop an engagement toolkit which provided staff with a roadmap of what questions to ask — and how to find the answers to them from community members — when designing engagement for public projects.



## 4.5 prior experience

### client:

Minnesota Soybean Research & Promotion Council (MSR&PC)

### contact:

Tom Slunecka, Chief Executive Officer  
151 Saint Andrews Court, Suite 710  
Mankato, MN 56001  
(507) 388-1635

### dates of contract:

2013 to present



### description of work:

In 2017 we were tapped by the MSR&PC for a special campaign focusing on biodiesel. Minnesota was the first state in the nation to pass a mandate that required biodiesel, a fuel derived from soybean oil, be blended in all diesel fuel sold. The current impact of using biodiesel blends is equivalent to removing 128,000 vehicles from the road each year. With an increase to a 20% biodiesel blend (B20), the impact would increase to removing 201,000 vehicles annually. To make the increase happen, MSR&PC asked us to help drum up support for B20.

The biggest obstacle would be convincing diesel users that B20 works hard and runs clean in any diesel engine. So, we turned the misconception on its head, and our brand driver became "Biodiesel. Minnesota Tough." To drive the positioning home, we connected the toughest diesel users with the biggest platform we could think of: the guys from Discovery's "Diesel Brothers."

broadhead leveraged the celebrity and brand image of the DieselSellerz through paid media, paid social, media relations, and events to

increase engagement with Minnesota soybean farmers and to support the B20 increase. With this strategy, each time someone took the pledge to support higher blends of biodiesel, that pledge doubled as a sweepstakes entry for the chance to win a meet-and-greet with the DieselSellerz. In addition to the events and promotion, the DieselSellerz built Minnesota Soybean a custom biodiesel-burning truck.

Through all biodiesel promotions with the DieselSellerz, we secured 26.1 million impressions and, above all, the move to B20 became a reality for Minnesota.



## 4.5.1 case study: APHIS/ALB

The Asian longhorned beetle is a particularly devastating pest. In order to combat an infestation, a successful eradication involves very difficult realities. The toughest of these includes the removal of the infested trees and potentially other exposed trees. This is not only a complicated issue but an emotional issue as well.

The pest threatens our nation's recreational areas, our forests, and suburban and urban shade trees. If it becomes established in the United States, the invasive insect has the potential to cause more damage than Dutch elm disease, chestnut blight and gypsy moth combined, destroying millions of acres of our hardwoods, including national forests and parks and even our own backyard trees. The recreation, timber, nursery and maple syrup industries alone could suffer severe losses, not to mention the environmental and ecological impacts. The 13 genera of trees the insect is known to infest make up a sizeable portion of the trees in our nation.

For our comprehensive case study, we have chosen to share our work with USDA APHIS. We supported APHIS's invasive species work from 2011–2016. The case study focuses on efforts from 2014 onward.

The "Tree Check Month" campaign was a prevention/public affairs initiative with a very defined audience and geography. Our primary outreach efforts targeted the states of New York, Massachusetts and Ohio, and in particular the metro areas of New York City, Boston and Cincinnati. In addition, secondary outreach efforts covered the border states of Kentucky, Indiana, Michigan, Pennsylvania, West Virginia and the entire New England region.

Through the duration of the contract, the objectives remained consistent year over year. While the specific objectives are listed below, ultimately, we had one goal: increase citizen participation with the campaign.

- Increase awareness of the ALB and inform consumers of ways that they can get involved.
- Increase traffic to website.
- Encourage consumer reports of the beetle.

The Asian longhorned beetle (ALB) was first discovered in the United States in 1996, likely arriving here undetected inside wood-packing material from Asia. The ALB has no known natural predators, and it threatens recreational areas, forests, and suburban and urban shade trees. USDA Animal and Plant Health Inspection Service (APHIS) was charged with public outreach and building awareness on how to identify and stop the spread of ALB. Historically, APHIS had highlighted August as "Asian Longhorned Beetle Awareness Month."

But that in itself was a challenge. How do you get people engaged to fight an invasive pest that wasn't even on their radar?

The initial campaign focused on spotting the beetle and driving citizen reports to [beetlebuster.info](http://beetlebuster.info).



## 4.5.1 case study

APHIS/ALB



While the results were "okay" and delivered upon the engagement goals, it became obvious the campaign wasn't resonating among the target audience.

Research showed that the general public didn't get it. Nor were they sure of what action to take.

"I'm sympathetic to environmental types, but not to the point that I'm going to go around collecting and freeze-drying beetles."

"I don't have any of the trees that typically get affected."

"Be aware."

"Don't move firewood."

"I'm not sure what I'm supposed to do."

## 4.5.1 case study

### APHIS/ALB

#### the evolution to “Tree Check Month”

In 2014, we shifted gears. broadhead worked with APHIS to evolve the month of August to “Tree Check Month.” Instead of focusing on the beetle, we put the focus on what’s at risk — our trees — while giving them a very specific task. In August, take 10 minutes to check your trees for signs of trouble. It’s the same rationale behind changing the batteries in your smoke detector at daylight savings or checking your furnace in the fall. It just becomes something you do because you should.

We started with redefining the target audience. Instead of casting a broad net around the original three key constituencies — the general public, educators and advocacy groups — we narrowed the focus to the following:

- Kids and families
- Outdoor enthusiasts
- Educators

By redefining the target audience with an eye to the engagement levels and sentiment, we were able to be more selective in our media approach.

This would become extremely important with our paid strategy. It required sophisticated segmentation because of the sheer enormity of our audience. Our highest priority included all of New York, Massachusetts and Ohio — states with multiple costly media markets. We used a multipronged segmenting approach.

#### audience segmentation

- Geographic, zeroing in on the urban and suburban areas in our priority states.
- Behavioral, focusing on those most likely to take action to save a tree, including outdoor enthusiasts, environmentalists and parents.
- Contextual, targeting consumers with our message as they were looking at the weather, planning a hike or looking for a community event.

Creatively, we worked with APHIS to evolve the creative approach and messaging of the campaign. Previous campaigns had ranged from straightforward, factual (black and white beetle) to a more emotional plea (be a tree hero). In 2014, we struck a balance of the two, identifying that sweet spot between just the facts and tugging on the emotions that trees evoke. We used an iconic image of a curly-headed boy holding a large magnifying glass with directive headlines like “Save a Tree. Spot the Beetle.” and a call to action of “Find It. Report It. Save Trees.”

As part of the awareness effort, broadhead worked with APHIS to evolve AsianLonghornedBeetle.com from a static site to a more dynamic resource for partners, media and the general public. Part of that revamp included creating a unique reporting tool that allows anyone to give the exact coordinates of a believed ALB sighting and upload photos of the suspected beetle or damage.

## 4.5.1 case study

APHIS/ALB

### campaign overview

broadhead developed an integrated campaign to build awareness around Tree Check Month, including a paid media campaign that targeted both infested and at-risk states, as well as media relations targeting national, local and trade media.

Paid was the driving strategy of the campaign, layering different vehicles based on the maturity of the issue in a specific geography. For instance, in Boston, where the beetle had been active for more than a decade, we layered targeted digital and social, with out-of-home, transit and mobile billboards.

broadhead worked with APHIS to place a unique media buy that involved wrapping a Volkswagen Beetle to look like the ALB, complete with the telltale enormous antennae and sometime seen blue "feet." The VW beetle drove around Boston and Springfield, drawing interest at events like the Yankees/Red Sox game at Fenway and a Kenny Chesney concert. The VW also served as a backdrop for several television stories, including with network affiliates that covered the story at length.



out-of-home



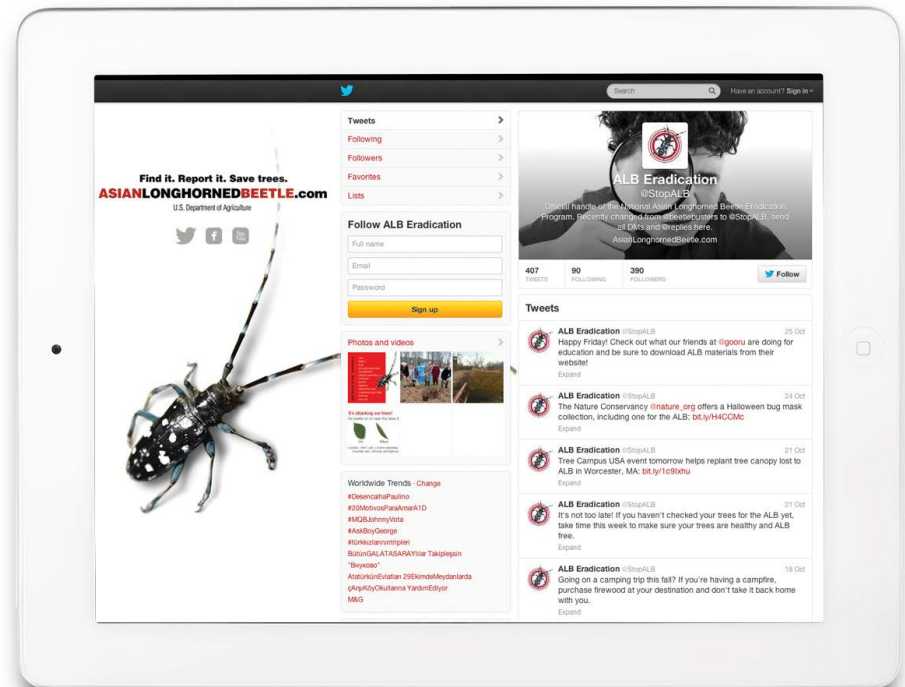


## 4.5.1 case study

APHIS/ALB



banner ads



website

## 4.5.1 case study

APHIS/ALB



out-of-home

**APHIS/ALB**

PSAs supported the paid efforts, with a combination of television, radio and print PSAs running in the weeks leading up to and during Tree Check Month, including multiple airings in Times Square. PSAs were secured with a combination of syndicated distribution and high-touch pitching.

Earned media was used during Tree Check Month and also throughout the year, providing a steady drumbeat of information about the beetle infestation and activating consumers. The broadhead team utilized one-on-one pitching as well as wire releases and a satellite media tour to secure a significant number of interviews

with USDA officials, including several network affiliates and daily newspapers.

Our flagship press conference was held at the National Press Club and included high-ranking officials from USDA as well as partner organizations to help tell the impact of ALB on our country's trees from different perspectives. Notable national hits included CNN, Time, The New York Times, HGTV, "This Old House" and Southern Living.

Partnerships are at the heart of the ALB eradication effort. broadhead worked with APHIS to secure partnerships in the categories

of outdoor and tree organizations, educator organizations, and general consumers.

Partners were offered a menu of content and the simple task to help promote Tree Check Month to their constituents. Secured partners included The Arbor Day Foundation, Kampgrounds of America, National FFA Organization, Mass Audubon, American Hiking Society, Boy Scouts of America, and National Science Teachers Association. A partnership with gooru.org positioned Tree Check Month as one of only five curriculums featured on the front page of their site that reaches an estimated 250,000 teachers a month.





## 4.5.1 case study

APHIS/ALB

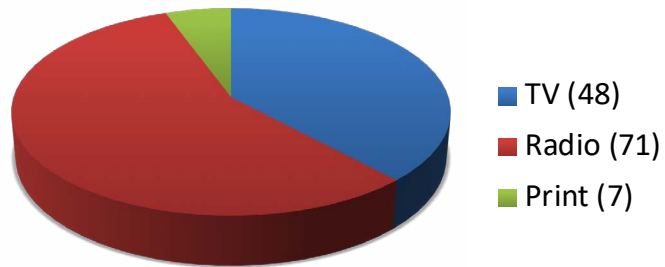
education projects

broadhead.

### High-Touch PSA Pitching

Total Confirmed Outlets: 126

2014 PSA Outlets by Media Type



# section 4.6

## creative services

creative process

creative brief template



We believe creating work that is relevant, impactful and action-oriented must start with deep cultural and audience-specific insights. Our insights and strategy team, Rabbit, is a combination of anthropologists, data scientists, communications experts, and analysts whose experience has taught them to explore the context and focus on people. Our combined understanding of what it takes to build cohesive, creative plans will help set a course grounded in strategic thinking, and deep understanding of people and their values.

We begin by digging into people and culture, asking questions along the way that provide us an understanding of the needs, motivations and behaviors of the audience and the category. These insights allow us to see patterns, trends,

catalysts and tensions. This gives us the opportunity to identify a new and unique point of view – or ‘way-in’— to not only reach people, but motivate them to act.

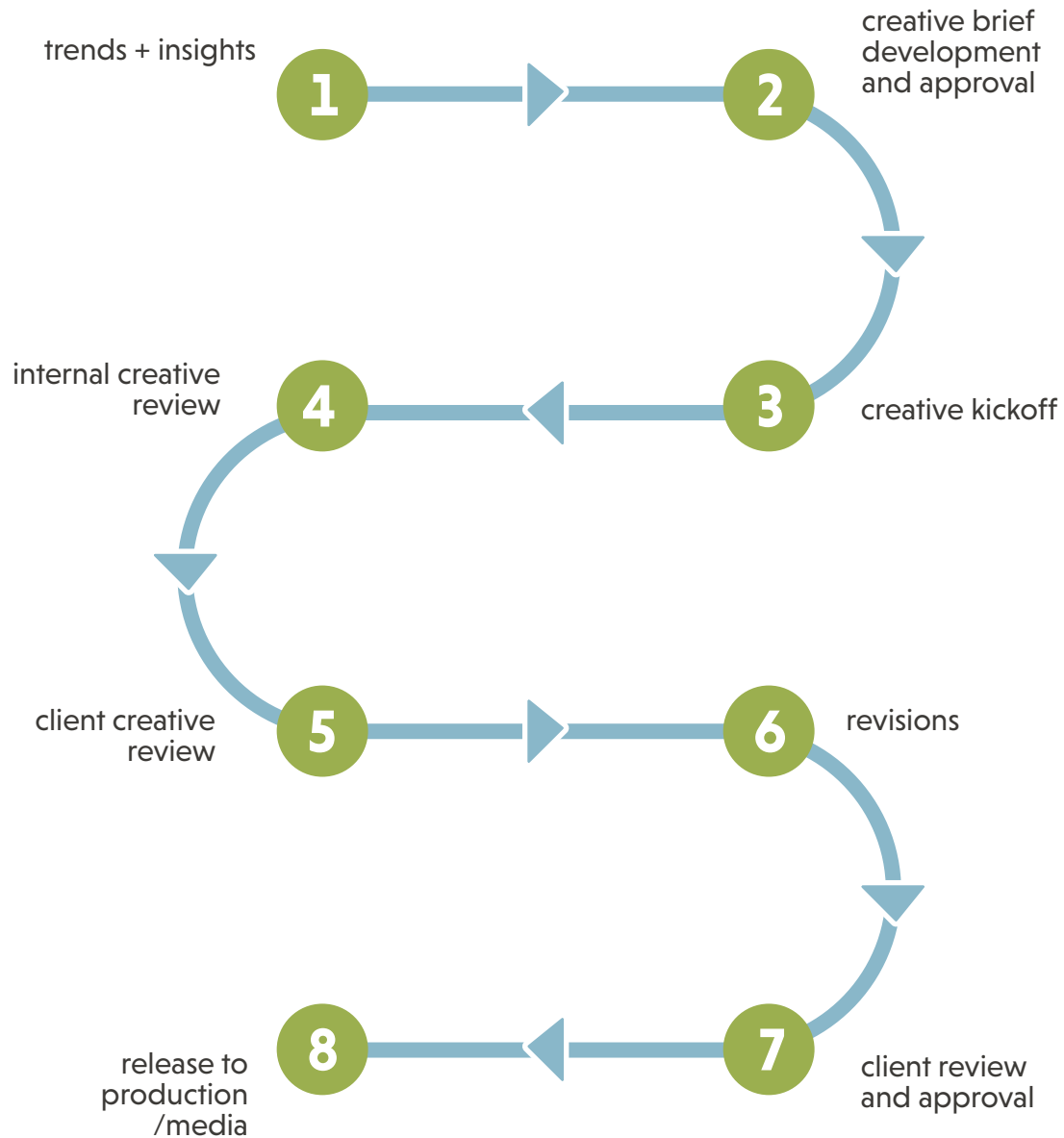
Once we have identified a unique point of view, we develop a creative brief and turn the creative minds loose. Our creative department is a 23-person team of designers, art directors, copy writers, engagement strategists, and producers. They ideate, test and brainstorm new ideas. We narrow the focus by going back to our point of view to help us determine which is the best approach. As we limit the number of ideas that work, we continue to brainstorm, improving on each one of them, until we reach the “ah-ha” moment, of “That’s it. That’s the idea.”

More than anything, our creative process is one of collaboration, with multiple internal and external checkpoints. The brief serves as the guiding principle for the work. Does this concept deliver upon the objective of the campaign and compelling message?

In terms of an example, the work you saw earlier in the detailed response would be at Client Creative Review stage. That example comes with one large caveat, these types of assignments happen in a vacuum, without the benefit of client input and direction. In a “real life” setting, the client and agency work through the first two steps as a combined team, co-creating the creative brief and setting the direction of the campaign.

## 4.6 creative services

### creative process



## creative process

The creative process involves the entire agency. This drives us, and the process.

- Clarity in **insights**.
- Fueled by **data**.
- **Inspiring** in story + experience.
- **Innovative** in reach.
- Accountable in **measurement**.
- Relentless in **optimization**.
- **Convergent** by principle.



New Biz • 12997 • South Dakota Meth Prevention

# CREATIVE BRIEF

Kick-Off: 6/27/19

## Purpose.

### What is the deliverable?

A fully integrated campaign that includes:

- Television
- Radio
- Print
- Website
- Collateral
- Social
- Out of Home

### Why are we doing this?

The future of South Dakota communities are in peril as the meth use continues to grow.

## People.

### Who are we talking to?

Our approach will target those who will shape the future of South Dakota Communities so that we can:

- Increase the number individuals recognizing the harms/dangers of meth use
- Reduce the number of meth related arrests
- Reduce the number of children being removed from homes because of meth/drug use

To that end, our approach should be guided by the following insights:

- Those who use marijuana between the ages of 12-15 are much more likely to become meth addicts.
- 4.8 percent of South Dakota 9<sup>th</sup> graders have tried meth. (Compared to 2 percent nationally.)
- It's believed that some meth distributors are targeting American Indians, who have the highest meth usage rate of any ethnic group.



- American Indian reservations possess many key characteristics of substance-abuse-prevalent areas, including a lack of police presence and poverty. (The two poorest counties in the United States are in South Dakota, homes to two reservations.)
- Meth overdose deaths more than tripled between 2011 and 2016.
- Meth users have more extensive criminal records and are more likely than other users to commit property crimes.
- Recovery professionals indicate it's best to discuss addiction when the addicted is sober.

### How are they feeling?

Most South Dakotans feel like the meth problem is not their problem.

On the reservations of South Dakota, American Indians often feel isolated and under-valued and/or that their culture is being defined negatively by outsiders.

### What problem can we solve for them?

By utilizing voices of influence, we can create a clean culture that maintains or restores promise for communities.

## Product.

### What is the One Compelling Message?

With the help of South Dakotans, we can ensure the bright futures of our communities are realized.

### What are the supporting facts?

- Addiction rate for meth use is almost 100 percent.
- In 2017, 69 percent of drug-related arrests in South Dakota were meth-related.

**Author:** Wayne Carlson

**Approved by:**  
BB, JT

# section 4.7

## creative portfolio

4.7.1 TV Ads

4.7.2 Radio Ads

4.7.3 Print Ads Designed for Newspaper Publications

4.7.4 Print Ads Designed for Magazine or Event Program Publications

4.7.5 URL Addresses of Agency-Designed Websites

4.7.6 Layout images of brochures or other collateral material

4.7.7 Examples of Internet ads; including mobile and social media platforms

4.7.8 Images of Out-of-Home Advertisements



## 4.7.1 tv ads

For TV/broadcast ads we have included work for The Mosaic Company and Boehringer Ingelheim.

### The Mosaic Company MicroEssentials

When The Mosaic Company launched a premium branded fertilizer product, brand awareness was job one. The "Next Generation" campaign for MicroEssentials used both national and regional vehicles to drive awareness and make the brand relevant at the local level.

The TV spot aired on both national cable channels and local networks in strategic geographies.

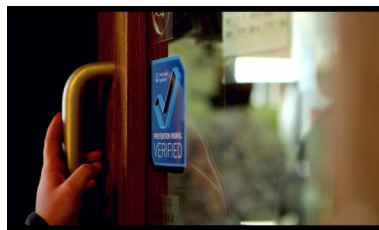


visit [rfp.broadheadco.com/sdds](http://rfp.broadheadco.com/sdds) to view the full video

## Boehringer Ingelheim Prevention Works

Boehringer Ingelheim is an animal health company with a strong belief in doing what's right for the animal, the customer, the consumer and the company. This belief manifested itself in a campaign called "Prevention Works." It allowed Boehringer Ingelheim to talk about more than merely treating animals. Instead, Prevention Works created a platform that allowed for more consultative discussions among cattle producers, veterinarians and BI representatives, instead of the traditional sales call.

This long-form video showcases resiliency of those who care for animals regardless of the conditions. In fact, a portion of the spot was shot on the Minnesota/South Dakota border on a 20-below day in January.



visit [rfp.broadheadco.com/sddss](http://rfp.broadheadco.com/sddss) to view the full video

## 4.7.2 radio ads

### National Farm Medicine "I Am"

Farm safety has long been an area of focus for many agricultural organizations. And many of those efforts are focused on educating children, not the adults who ultimately decide what and how young workers approach their activities. Working with the National Farm Medicine Center and the National Children's Center, broadhead developed the "Cultivate Safety" campaign that speaks directly to parents and adults.

The strategic direction of the campaign is to put words into action. It's easy enough to talk to children about farm safety, but "Cultivate Safety" places the onus on the adult to make the work environment safer.

The Wisconsin-focused campaign included radio, print and digital. These :60 spots ran in rotation on the Brownfield Wisconsin Network.

#### COPY DECK

**broadhead.**

**Client:** National Farm Medicine Center

Job Number: NPMC-0020

Job Name: Cultivate Safety "I Am" Radio - Script 1

*For Client Review*

#### VO Farmer:

I'm a botanist.  
I'm a scientist.  
And an activist.  
I'm a mechanic.  
I'm pragmatic  
and a weather-watching fanatic.  
I'm a caretaker  
a hayraker  
and a no-BS-taker.  
I'm a slow walker  
a slower talker  
and a 10-point-buck-stalker.  
I'm a provider  
I'm a decider  
and an ATV rider.  
I'm a miller  
a tiller  
and a grain bin filler.  
I'm no charmer.  
I'm a farmer.

But the most important handle I've ever had?

Is Dad ...

#### ANNCR:

You're a parent first, farmer second. Do all you can to make your farm safe for children. Visit [CultivateSafety.org](http://CultivateSafety.org) for help protecting the most important thing you'll ever raise.

visit [rfp.broadheadco.com/sddss](http://rfp.broadheadco.com/sddss) to hear the produced radio spots



### COPY DECK

**broadhead.**

**Client: National Farm Medicine Center**

Job Number: NPMC-0021

Job Name: Cultivate Safety "I Am" Radio - Script 2

*For Client Review*

---

**VO Farmer:**

This is my farm. And on it, I'm raising corn.

I'm raising soybeans.

A little bit of timothy hay

And sometimes wheat.

I'm raising chickens, and a few horses.

I'm raising catfish and crappies down at the pond.

And if that kid doesn't get his chores done, I'm gonna be raising Cain.

I'm raising dust every time I rattle down the driveway.

Speaking of, I'm raising the transmission on the truck today.

Out in the bins, I'm raising pigeons — although I wish I wasn't.

I'm raising money to replace that old barn roof ... someday.

But above all that, before everything else, I'm raising my kids.

**ANNCR:**

You're a parent first, farmer second. Do all you can to make your farm safe for children. Visit [CultivateSafety.org](http://CultivateSafety.org) for help protecting the most important thing you'll ever raise.

visit [rfp.broadheadco.com/sddss](http://rfp.broadheadco.com/sddss) to hear produced radio spots

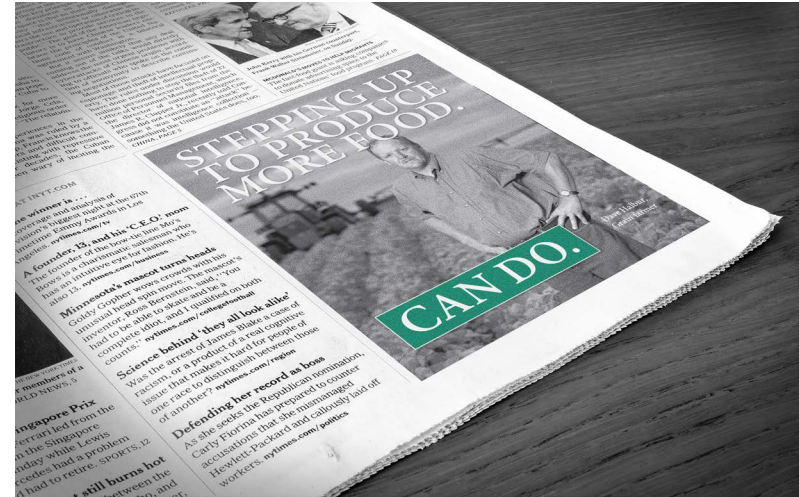
## 4.7.3 print ads

designed for newspaper publications

### AgStar "Can Do"

AgStar Financial Services (now Compeer Financial) is one of the largest farm credit services. We created the "Can Do" campaign to drive home the message of the commitment AgStar and its farmer-owners have to providing safe and abundant food for our communities. The series of issues-oriented ads focused on the challenges today's farmers face, such as producing more food on less land and producing more efficiently to feed a growing population, and at the same time, caring for the environment and the communities we all live in. The ads featured individual AgStar farmer-owners on their farming operations, depicting how they accomplish their mission and how AgStar helps them get there.

The ads ran in newspapers of the smaller metro markets served by AgStar, including Rochester, St. Cloud, Mankato, Albert Lea and Worthington.



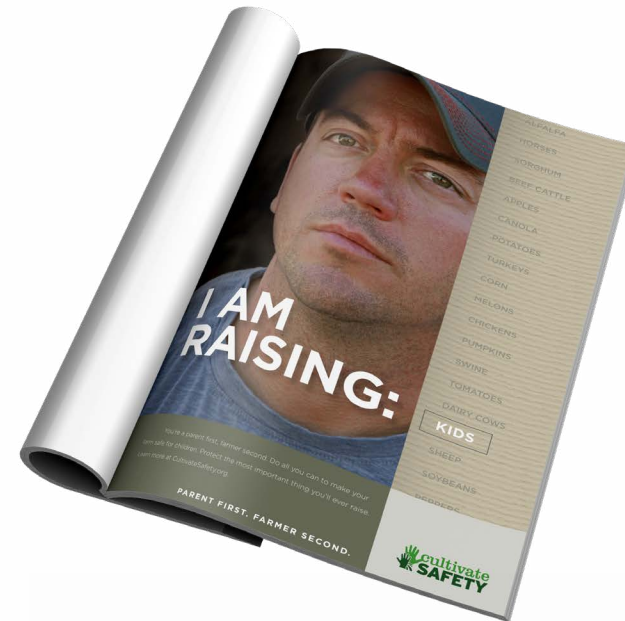
## 4.7.4 print ads

designed for magazine or event program publications

### National Farm Medicine Center "I Am"

As part of the National Farm Medicine Center and the National Children's Center's "Cultivate Safety" campaign, the print ads illustrate the many things that farmers do and are responsible for. The ads sign off with the key takeaway from the campaign, to be a parent first and a farmer second.

The ads ran as spreads and pages in state and national agricultural publications, with a specific Upper Midwest/Wisconsin media buy.

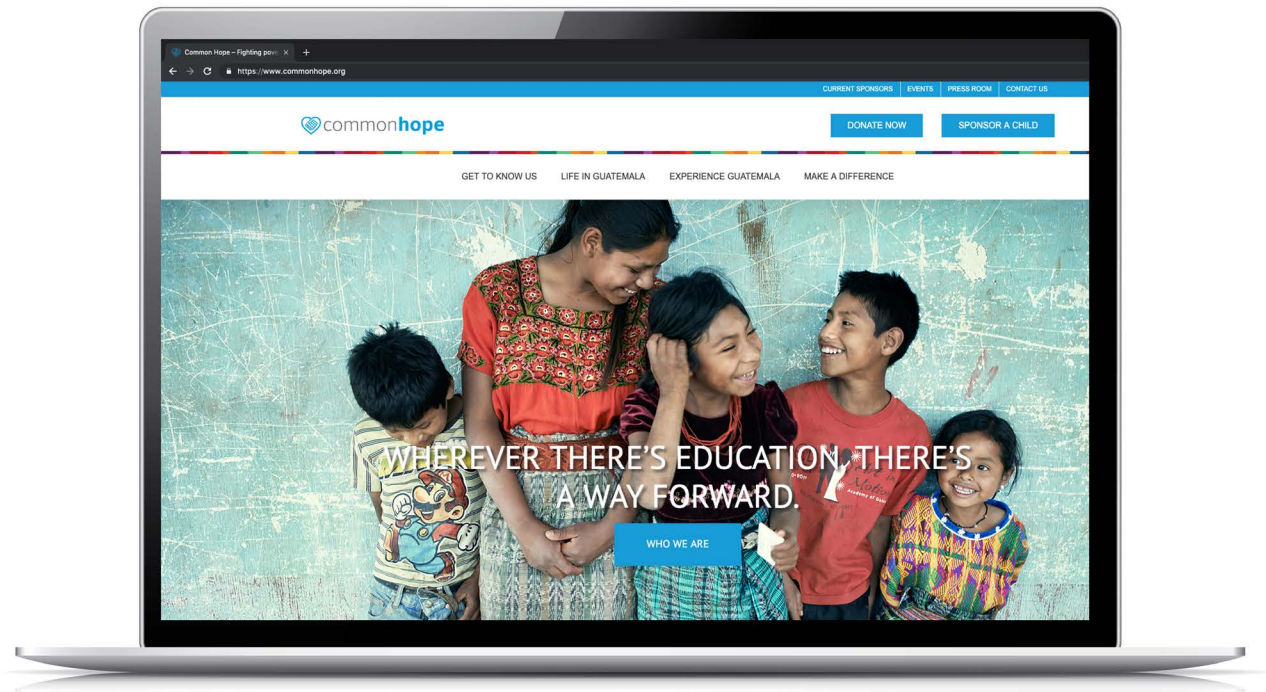


## 4.7.5 url addresses of agency-designed websites

### common hope

For more than 30 years, Common Hope has led a sponsorship program in Guatemala focused on keeping children in school while also providing them and their families other life-changing services. In a country where less than 20% of children finish high school, often due to the financial stress of remaining in school, Common Hope provides support to those students and their families to keep them in school. A high school degree is the surest way to lift individuals out of poverty in Guatemala. And Common Hope has a remarkable record of a near 90% high school graduation rate.

At any given point, Common Hope has more than 3,000 students in their program. Common Hope approached us to solve a problem: How do they modernize their approach to digital marketing, centering the effort on their web presence? The lifeblood of any nonprofit is the ability to raise funds. The Common Hope website did not provide an easy way to do that. It was cumbersome and confusing. Our objective was to make it extraordinarily easy for website visitors to do two things: first, know Common Hope's purpose and values; and second, make it easy for people to become sponsors and/or donors. After an extensive technology review and design process, we built the website that powers Common Hope's online fundraising today.



<https://www.commonhope.org>



## 4.7.5 url addresses of agency-designed websites

### **the mosaic company— the great yield mystery**

When The Mosaic Company needed to interrupt the busy lives of farmers during harvest season with a message important to both entities, broadhead brought them The Great Yield Mystery – a social media campaign whose foundation was a 10-episode fictional podcast that encouraged social media followers to investigate why the show's main character yielded fewer bushels than expected the previous season. Quintessential to the program's success was [greatyieldmystery.com](http://greatyieldmystery.com), a campaign-specific site where listeners could learn more about the key characters, review case files and listen to past episodes. The development of the site (accomplished in six weeks) was vital in that it reflected the tone and tenor of the podcast, giving the audience a place to explore the campaign through a fully conjugated user experience.



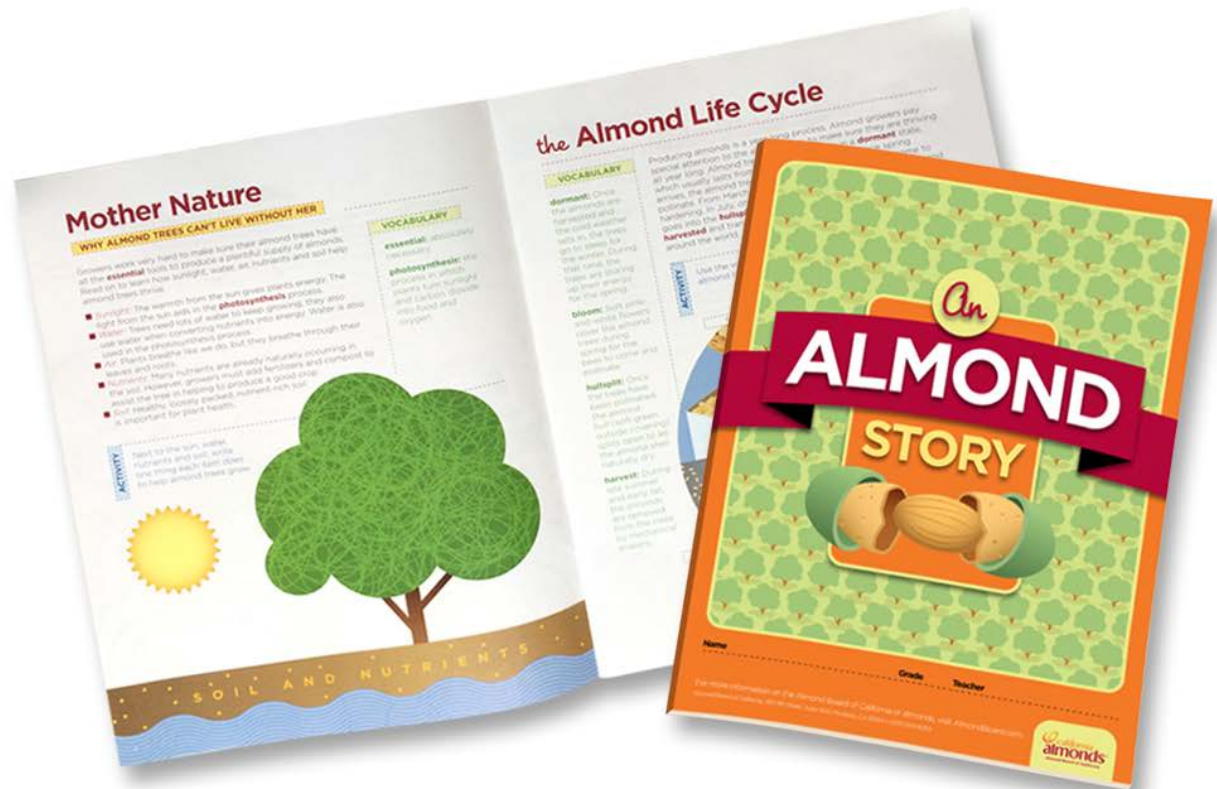
<http://greatyieldmystery.com>

## 4.7.6 layout images of brochures or other collateral material

### California Almond Board Bringing Almonds into the Classroom

Almonds are California's number one crop, but the majority of the state's inhabitants couldn't tell an almond tree from an oak tree. Realizing the future of the almond industry rested in the hands of future voters, the Almond Board of California partnered with Ag in the Classroom. Targeting California third graders, an approved almond-centric science curriculum was created.

A five-unit lesson plan and workbook were the core elements of the curriculum, covering all aspects of the almond industry, from growing to processing to nutritional information. To go along with the workbook, an 8-minute video was created which contained answers to all the questions in the workbook. Since its creation, workbooks and videos have been utilized in classrooms up and down the state, helping to educate the next generation of California voters.



Ag in the Classroom workbook

## 4.7.6 layout images of brochures or other collateral material

### Firestone Farm Hard rewards dealer kit

Firestone Ag's Farm Hard Rewards Dealer Kit was created to announce a limited-time quarterly promotion offering discounts on tires to farmers. The kits were designed to inform Firestone Ag's extensive dealer network of the promotion and equip them with all the necessary tools to sell more tires. The kit included promotion specifics and a detailed instruction letter directed to the dealers to make things easy as well as handouts for farmers. All of the elements were combined together in a sleek, maroon box with a CTA on the front: **TIME TO SELL SOME TIRES.**

Kits were mailed to Firestone Ag's extensive dealer network of 2,000+ across the United States and Canada.



sales collateral

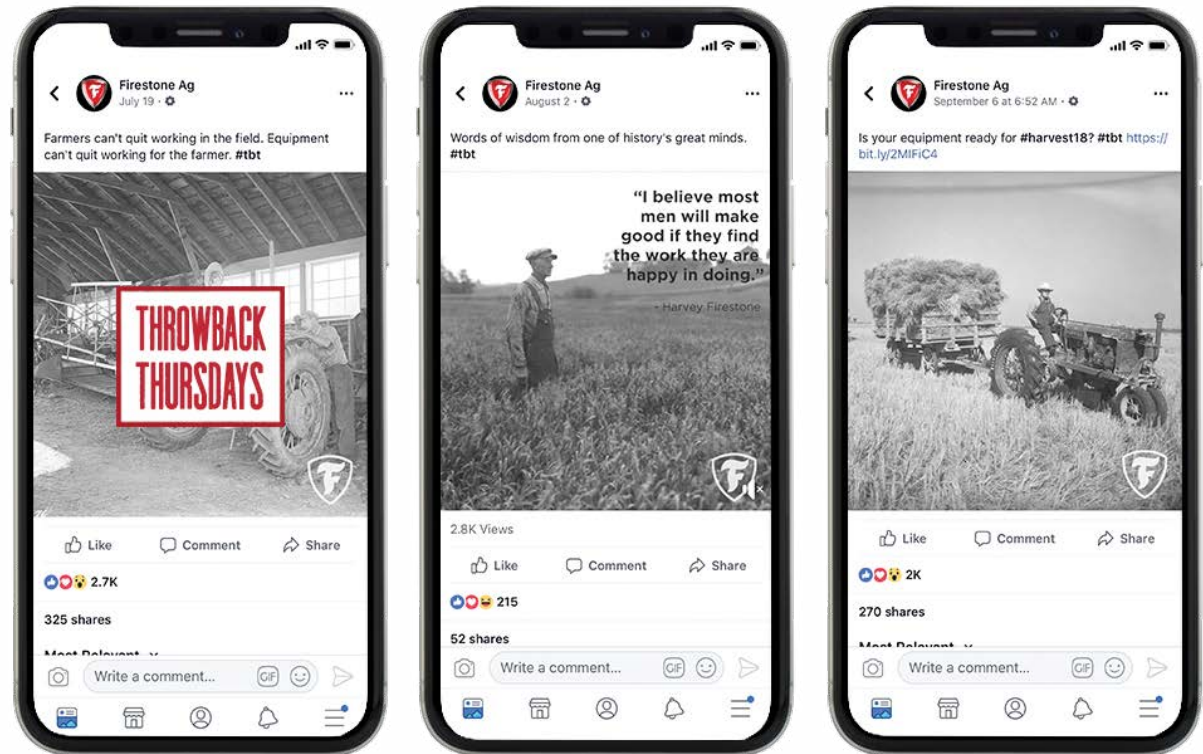
## 4.7.7 examples of internet ads

including mobile and social media platforms

### Farm Hard #TBT social content

A defined voice was established with the launch of Firestone Ag's Throwback Thursday (#TBT) series that resonates across content on the Firestone Ag Facebook page. The voice focuses on heritage, history and nostalgia, and utilizes a tone that is passionate, humble and approachable. For the #TBT series, imagery (photos and videos) is pulled from the Firestone archives. Using a familiar tone to the overall Firestone Ag brand, we aim to come across as sociable and educational when interacting and responding to the Farmer BOSS and the Facebook community.

Engagement performance for the #TBT series consistently reaches nearly 40%, far surpassing our established Firestone average engagement benchmark of 20%.



facebook posts



## 4.7.7 examples of internet ads

including mobile and social media platforms

### California Strawberries #PickReal

Strawberries are one of America's favorite fruits, but they are typically viewed as a dessert or decadent ingredient, rather than a wholesome snack. To help inspire American moms to give their kids strawberry-based snacks, and to enjoy a few themselves, we launched the #PickReal campaign in 2017.

#PickReal highlighted the realness of strawberries and positioned them against processed snacks by highlighting strawberry farm workers who were also moms. The campaign culminated in a food truck tour throughout the greater Los Angeles area, distributing free

strawberry snacks on National Night Out.

The campaign evolved in 2018 to the Snack on This campaign, which highlighted the "snackability" of strawberries. Focusing our efforts on social media and media relations, we created content that highlighted the ease of using strawberries in non-traditional ways and called out the health benefits associated with consuming strawberries. The 2018 campaign garnered over 346M impressions, 90,000 visits to CaliforniaStrawberries.com and over 945,000 social engagements, helping to drive sales of California Strawberries.



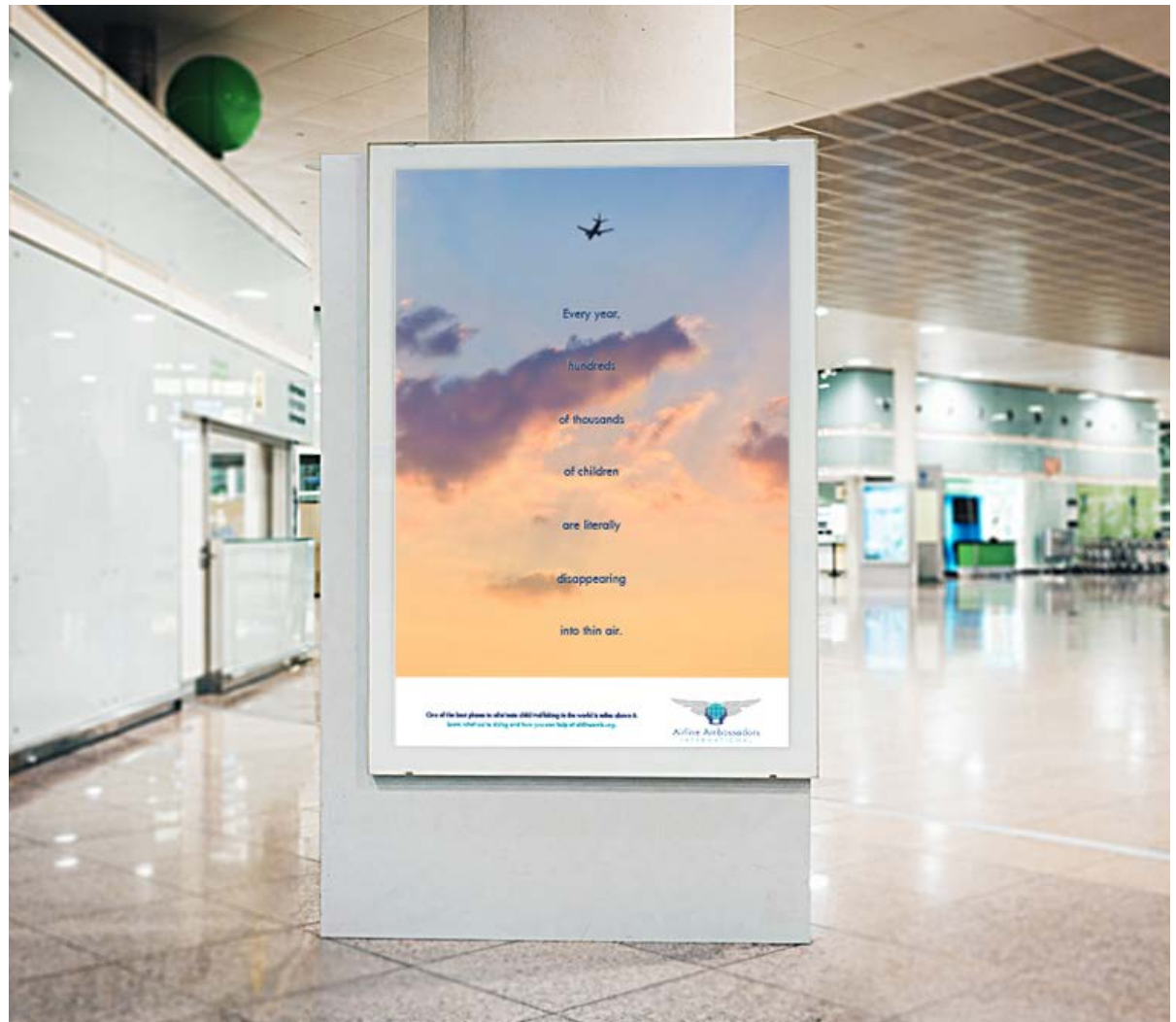
pinterest posts

## 4.7.8 images of out-of-home advertisements

### Airline Ambassadors

Every year, an estimated 3 million men, women and children are victims of human trafficking. Airline Ambassadors International is committed to helping end child trafficking by educating flight attendants, pilots, airport and hotel employees on how to spot victims of trafficking.

Historically, the creative focused on the faces of the victims. Our approach instead focused on how easily children can disappear. The out-of-home materials were featured prominently in airport signage.



#### 4.7.8 images of out-of-home advertisements





# section 4.8

## photography



## 4.8 photography

We've brought hundreds of photo and video shoots to life over the years on behalf of our clients. In your case, we would carefully align all the details of the approved creative campaign with the appropriate, unique local South Dakota settings. Whether it be somewhere on location in rural South Dakota, on a reservation, or multiple scenes in and around Sioux Falls — we would be sure to capture the right, high-quality shots and footage.

The campaign lends itself to capturing the essence of South Dakota as a broader community committed to reducing the impact of meth across the state. Be it user-generated content, images collected during the initial production shoot or at campaign-specific events, we can assist in building out an asset library for Department use. We have created asset libraries for several clients, some hosted on their digital properties, while others utilize our Digital Asset Management (DAM) tool via our Workfront/ProofHQ platform.

We have close relationships with photographers and videographers across the country that we can tap into, depending on size and scope requirements. We collectively determine the best fit for the project and work with them (and you) to deliver on our concepts.

Once the shoot is complete, we take photos in-house for retouching and fine-tuning the images as needed.

We edit most client video (broadcast, pre-roll, social) in-house at our edit facility, N401 Studios. Located one block from our main office, N401 contains our edit suites, an audio suite for adding voiceovers and an expansive studio for shooting on set.

Additionally, in-house producers coordinate most of our shoots. They manage the details big and small to keep shoots on track from larger broadcast spots to minimal shoots for social content. Occasionally, we may hire an outside production house and/or producer depending on several factors including overall budget, project scope and timing.



# section 4.9

public relations

## 4.9 public relations

The Public Relations team at broadhead includes a unique combination of PR veterans and former members of the media, including consumer and trade reporters. Our media relations philosophy is based on one fundamental: that you must treat the media as an audience, not a vehicle. It's a very basic premise that dictates how we interact with our media partners day in and day out. We don't hit reporters cold with stories. We believe in cultivating relationships over time, investing in our media audiences, learning about their individual nuances and needs, and ultimately serving as resources for them.

With that mindset in place, we approach media relations with a belief that it is equal parts science and art. The science comes in with great discipline, creating processes and calendars. We lay out clear-cut media audience priorities and calendarize our messages and our pitches. We judiciously use mass news releases. More often than not, you'll find us reaching out to our media partners to talk about story ideas that are unique to their outlet and their audiences, versus taking a one-size-fits-all approach.

And this approach has paid off. We consistently capture earned media opportunities for our clients locally and with trade media, and we've had numerous national media hits recently with the likes of Forbes on behalf of The Minnesota Pork Board, and our work with the California Strawberry Commission was covered in The New York Times, Chicago Tribune and L.A. Times.

### airline ambassadors international

**One specific client we worked with on a prevention issue was with Airlines Ambassadors International (AAI). Every year, an estimated 3 million men, women and children are victims of human trafficking. After a group of flight attendants realized that traffickers often use commercial flights and mainstream hotels in their crimes, AAI was launched. AAI is committed to helping end child trafficking by educating flight attendants, pilots, airport and hotel employees, and others in the travel industry on how to spot trafficking victims, primarily children.**

### strategic approach

AAI needed a way to stand out and elevate the issue of human trafficking so people would take notice. We created an AAI platform that took the issue right where the crime was happening ... in the air, at the gates, in our hotels. We took seemingly innocent, everyday scenes and challenged them with a haunting subtext of a child being victimized.

The first phase of the campaign was focused on educating members of the travel industry, on both the issue of child trafficking and how to spot a victim. We created several categories of work, including fund-raising materials, support for lobbying and congressional hearings, awareness materials for use with the airlines and hotel chains, as well as training materials. The second phase included PSA materials that were offered to both airlines and airports for use with both employees and travelers. The primary execution was posters but also included in-flight magazines, pocket cards and inserts (see section 4.7.8).

### results

- Overall participation in the flight attendant training program has increased, as has national media coverage. NBC News also covered the crucial work of AAI.
- Both private and public funding for the campaign increased, a major indicator of success for AAI.

# section 4.10

social media



## 4.10 social media

Social media is an important piece of nearly every communications plan developed at broadhead. Not only does social provide additional channels to distribute messages, it is an important part of the feedback loop between your audience and your organization. Social is where people share and explore the values, meaning and relationships with brands and institutions.

We always establish a tailored Social Media Playbook when we begin working with a client to guide all efforts in social media. How will the client or brand look on each platform? Sound? Act? Feel? Key elements of social content strategy are documented in the playbook that guide social-specific content development. The playbook also clearly outlines how community management will be handled. How long should the standard response time take? How will sensitive comments be handled? What about trolls? Through the development of the playbook, we work with clients to set a decisive path forward for the brand and ensure we are ready to engage.

Beyond community engagement, we use social media as a strategic communication platform to reach our audience through paid efforts. In short, social is a part of

the overall planning process, just as any other channel would be – integrated into our media research, audience planning, budgeting, campaign integration, content development, deployment, measurement and optimization.

Just as we evaluate other forms of paid media, we do the same with social – and ensure we analyze social channels individually since each has their own challenges and opportunities. Through audience audits and analyses, we recommend where (and importantly, where not) a brand should be. Generally, social metrics will be integrated into the Marketing Analytics Portal as described in our response in section 3.1.4 Campaign evaluation approach. However, from time to time, we issue specialized social reports that outline the performance of a specific social effort or provide social listening data through our social monitoring tool Social Studio.

**MicroEssentials**

**broadhead.**

### 2019 MicroEssentials® Snapchat Recap

**Executive Summary:**

MicroEssentials has seen continued success engaging with growers on Snapchat through sponsored filters. Coming off impressive performance in 2018 with harvest-themed filters, the brand released planting-themed filters that ran for two weeks in June. The filters were offered to and used by targeted farmers in key geographies. Overall, the filters performed exceptionally well and usage rates exceeded 2018 metrics.


While overall 2019 impressions were lower than 2018, the filters earned more saves, as well as a higher save rate and share rate, indicating that our audience had higher intent to engage with the filters by sending to friends or saving to their phone. In fact, this spring's campaign earned an even higher share rate than 2018 and far exceeded Snapchat's benchmark of 1%.

**TAKEAWAYS:**

- We recommend continuing to implement Snapchat filters around planting and harvest due to their high performance.
- The "Home of Hard Work" messaging resonated the best with our audience and greatly outperformed the "#Plant19" filters. Therefore, we recommend continuing to utilize "smart text" and additional messaging outside of planting and harvest.
- This fall, consider expanding Mosaic's Snapchat presence with additional ad formats, such as story ads, additional brand ads and the opportunity to support existing brand tactics.

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#### 2019: Spring

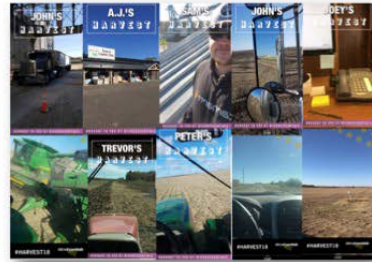


**RESULTS:**

- Impressions: 683,683
- Total shares: 40,966
- Share Rate: 6.31%
- Saves: 7,173
- Save Rate: 1.07%


---

#### 2018: Fall



**RESULTS:**

- Impressions: 856,300
- Total shares: 45,100
- Share rate: 5.28%
- Saves: 5,400
- Save Rate: 0.64%



7/15/19

# section 4.11



## market research

Research and planning are led by our insights and strategy team, Rabbit. Rabbit combines anthropologists, data scientists, communications experts and analysts whose experience has taught them to explore the context and focus on people. They look through the lens of business, brands and culture to identify insights that drive innovation and growth for our clients.

Our team of strategists and analysts complete both qualitative and quantitative research that helps our clients better define and understand their target audiences, identify business opportunities, understand the competitive set, and test potential messages and creative. From a quantitative standpoint, we do both online and offline surveys. On the qualitative side, our team conducts in-

depth interviews, ethnographic studies, and online and in-person focus groups. In addition, we invest in a variety of trend and data tools that allow us to do significant desk research into any question and problem we identify before doing primary research.

The core research activities of Rabbit include:

- Quantitative Surveys
- Qualitative Research
  - In-depth Interviews
  - Ethnography Immersion
  - Focus Groups (in-person and online)

These activities are completed to support Brand Metrics, Creative and Message Testing, Consumer Insights, Segmentation and Persona Development, Customer Satisfaction, and Product Concept Testing.

## 4.11 market research

### research examples

#### Boehringer Ingelheim—Zactran

Zactran is an antibiotic for cattle suffering from Bovine Respiratory Disease (BRD) and was facing significant competitive challenges because it was not as efficacious as the market leader and was more expensive than other competitors. It simply didn't know where it fit in the market.

Our solution was to start with an online survey to understand customers' (beef producers and veterinarians) perception of the product, the existing messaging, and the general issue and impact of BRD. Working in partnership with a publisher, we distributed the survey to a robust list of both customers and prospects. Once we had a strong foundation of understanding from the customers' perspectives, we completed online focus groups with the two audiences (producers and veterinarians) to dig deeper into their brand perceptions of Zactran and the competitive set.

The outcome of the research drove a new campaign brief that resulted in a unique market position and a new advertising campaign. We were able to support the campaign messaging by sharing the key insights with the broader organization, specifically the sales team.

#### California Strawberry Commission

The California Strawberry Commission (CSC) wanted to launch a new campaign targeting moms nationally, and specifically Latino moms in California, to help drive consumption during key times of the year. The Rabbit team began by researching and learning everything possible about moms' propensity to feed their children fruit and any differences with Latino moms. We began with digging into Mintel's syndicated trend research, along with reading every possible article and secondary research report available. Through the digging, we identified a core area of opportunity for CSC: To promote strawberries at the intersection of Food, Family and Tradition.

The creative team quickly developed a series of messages that could potentially work with the market. Within 24 hours of receiving the messages, the Rabbit team deployed an online survey to both audiences to understand the impact and influence of each message. Within 48 hours of deploying the survey, we had statistically significant results that supported a key message and drove the overarching campaign.

## research in media planning

**Regarding secondary research in media planning, we use several different resources to ensure we are planning the most effective and efficient media to reach our target audiences. In addition to working closely with media partners and using data they provide, we generally use the following tools/resources for most consumer plans we develop:**

- **MRI for overall audience media usage statistics.**
- **Nielson/Arbitron for broadcast buying, TV and radio.**
- **Third-party audience audits from data sources such as Comscore and the Traffic Audit Bureau.**
- **DoubleClick to audit digital delivery.**

# section 4.12

fee schedule

## 4.12 fee schedule

We deploy a 5-tier rate structure at the agency, ranging from \$125 per hour for junior staff to \$300 for agency leadership. A tiered rate structure would be an option for this initiative but knowing the scope and cultural importance of this project, we think a blend rate would be a better value for South Dakota. Yours is important work that we want to make an important contribution to. For this initiative, we propose a **blend rate of \$160 per hour.**

For media and out-of-pocket expenses, we assume a 15 percent mark-up.

Once we have an approved SOW, the account director will submit estimates for each job. We typically follow a billing schedule of:

- 50% upon project initiation.
- Additional 25% at three-quarters completion.
- Final bill upon completion.

Media is billed 30 days in advance of placement. Occasionally projects with large out-of-pocket expenses, typically photography or video, will need to be billed in advance as production companies often require up to 75 percent paid before a shoot. In those instances, the account director works closely with the client contact to ensure invoices are processed in the client's accounting system.

### agency rate card

|       |  |
|-------|--|
| \$125 | analyst • manager • designer • writer • producer |
| \$165 | supervisor • sr. creative • strategist           |
| \$205 | director   |
| \$235 | sr. director                                     |
| \$300 | svp • leadership                                 |

# section 4.13

familiarity with south dakota

## 4.13 familiarity with south dakota

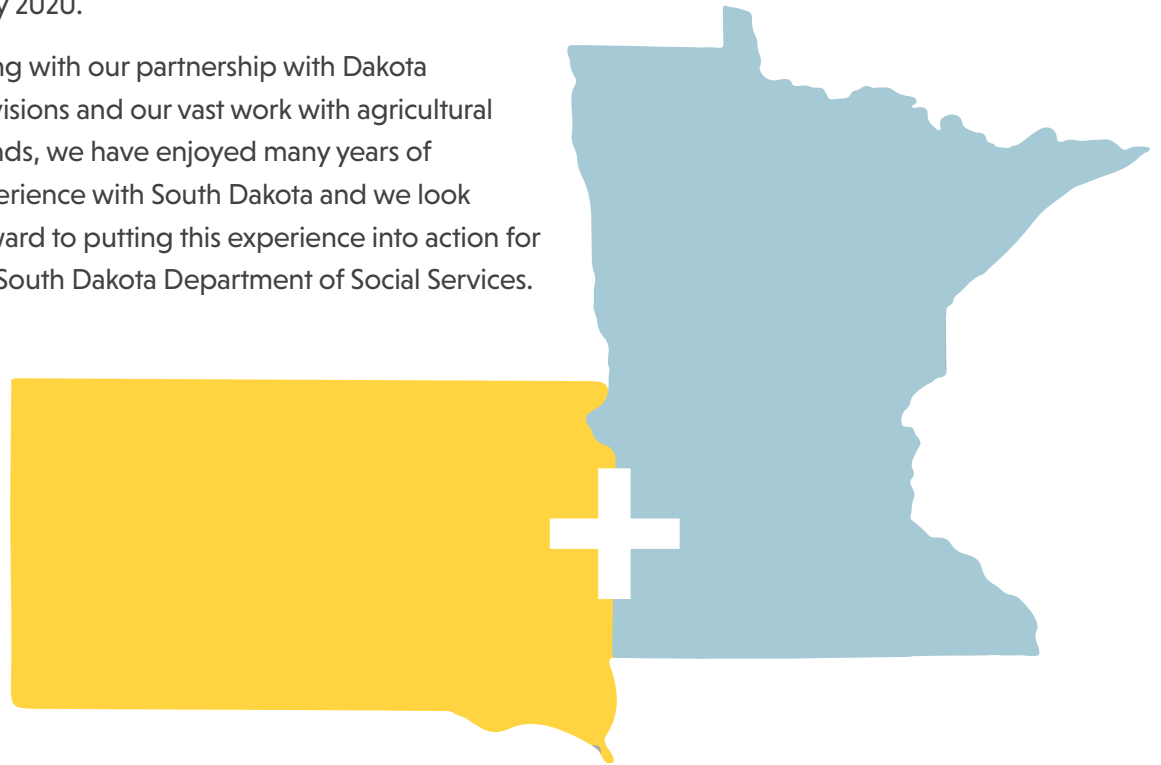
Located only 3.5 hours from the border of South Dakota and Minnesota, we are readily available and have familiarity with planning and executing communications in South Dakota.

Whether it be radio, digital, OOH, TV, print or athletic sponsorships with South Dakota State University, our work with various agricultural brands has allowed us to become familiar with South Dakota marketing opportunities. South Dakota is considered part of the "12 North Central States" – which means it falls into an area of high demand for brands trying to reach row crop growers.

Our work with Boehringer Ingelheim sees us conduct numerous events, still and video shoots in South Dakota.

Additionally, one of our newest clients, Dakota Provisions, is headquartered in Huron. Dakota Provisions provides world-class meat products and meat processing, employing more than 1,000 South Dakotans and continuing to grow. We are currently working with them on the development and launch of a new consumer brand, slated to go to market in late 2019 or early 2020.

Along with our partnership with Dakota Provisions and our vast work with agricultural brands, we have enjoyed many years of experience with South Dakota and we look forward to putting this experience into action for the South Dakota Department of Social Services.



# section 4.14

special project constraints



## 4.14 special project constraints

As mentioned earlier, while the ideal scenario is “Plan the work. Work the plan.” we all know that “Expect the unexpected” is more likely than not. And that is another benefit of a seasoned team. We know how to respond and shift direction.

Working in the agricultural space, one learns that the unexpected can often become the expected. It’s an industry heavily dependent upon Mother Nature. And in 2019, we all have certainly witnessed the devastation and impact it can have on farmers and those in rural America.

With much of the Midwest under water, we have shifted media buys, reworked creative, and in some cases put programs on hold. When one can’t get into the field to plant, the last thing someone needs to hear or see are ads for fertilizer or tires.

Additionally, those same market dynamics have caused clients to trim marketing budgets, as sales are lower than anticipated. In those situations, the account team and client have worked closely together to assess what are the “must do’s” and what tactics can be reduced or eliminated with minimal impact on the broader campaign.

**“expect the  
unexpected”**

# section 4.15

project management techniques

## 4.15 project management

Project management is often an underestimated practice when thinking about “how” an agency comes up with and brings to life creative thinking. broadhead prides itself on a “no surprises” culture. Perhaps, nowhere is that more obvious than in the project management and production teams. From creative kickoff to the final deliverable, project management ensures the project stays on track while managing assignments and milestones.

Our team of project managers has some very specific soft and technical skills.

- They have vision for how every project, big or small, will get accomplished.
- They are enthusiastic and approach every assignment with “How can we?”
- They understand production and technical requirements and they partner closely with our production experts.

We combine this with Workfront, our project management software, which enables projects to be digitally managed in one centralized location. All project communications are housed in Workfront, giving greater visibility to the entire team. Projects are assigned timeline templates that can be easily adjusted on a per project basis which allows for a speedier project start and more consistency across accounts. Project managers efficiently guide the project through a carefully developed schedule that considers staff workloads, creative development and execution timelines, client timelines for review and approval, supplier capabilities, as well as delivery methods and timing.

Many of our clients also take advantage of ProofHQ, a component of Workfront. ProofHQ is a system that routes materials digitally, allows for everyone to see each other’s comments, and keeps track of prior

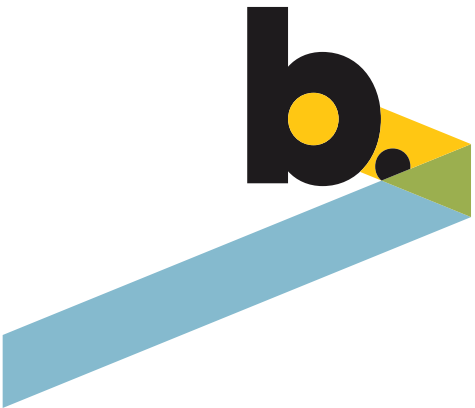
versions and changes made along the way. Our clients who use it love it, as it takes the routing process out of email and keeps all information combined into one single source of truth.

And, when things change (because they always do), Workfront enables the team to be nimble and make changes quickly as well.

A project manager will be assigned to this business and, while you won’t see or hear from them on a regular basis, you will feel the impact of their work on your behalf.









# extending the campaign

The **I'm on Meth** campaign lends itself to multiple extensions. Creatively, as we engage with our various audiences, we will be on the lookout for compelling stories of South Dakotans actively engaged in meth prevention efforts. This creates new content for social and digital, while continuing to build the Department's asset library.

In terms of media extensions, media performance and social listening data will guide the next iteration of the campaign. We'll scale up in the areas where we see the most impact, and we'll reduce efforts where we aren't making as big of a difference in getting people to resources for meth prevention, treatment and recovery.

While we are confident that the plan we're proposing from September 2019 to May 2020 will make a real difference, we will be able to find additional areas of opportunity as our efforts unfold. Through our measurement tools, we can evaluate which media vehicles are driving the most people to the website, and taking an action. Our social listening efforts give us insight into what conversations are happening online about meth in South Dakota, and through these data sources, our nimble team will keep optimizing, nurturing and breathing life into our efforts.

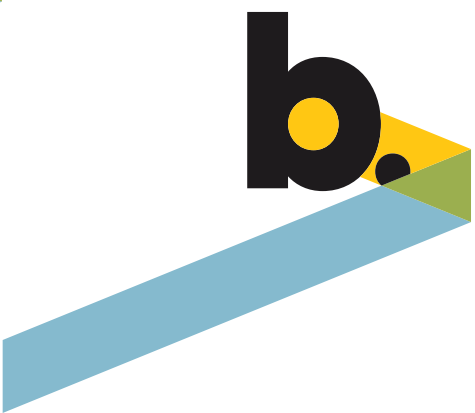
We will also continue to explore how the various partnerships in place with SDDSS are helping to reach our goals and will evaluate new partnerships to establish. And, we'll want to continue the momentum with events as we enter the Summer and Fall of 2020.

One such event is a traveling exhibit that visits events across the state, bringing awareness to the campaign and asking South Dakotans to be on the lookout for meth use in their communities. A literal exhibit-on-wheels will travel around the state, visiting town festivals, rodeos, fairs, concerts, cultural events, homecoming football games, basketball tournaments, as well as Mothers Against Meth's Black Balloon Day in March.

Lastly, talking to South Dakotans will be an important part to determine where best to deploy resources for the continuation of our efforts. Through our Rabbit group, we will hold focus groups with our various target audiences, so we can have real conversations about what has made the biggest impact in their communities.









# attachments

Attachment A

STATE OF SOUTH DAKOTA  
DEPARTMENT OF SOCIAL SERVICES  
DIVISION OF BEHAVIORAL HEALTH

Consultant Contract  
For Consultant Services  
Between

broadhead LLC  
123 N Third St  
Ste 400  
Minneapolis, MN 55401-1807

State of South Dakota  
Department of Social Services  
DIVISION OF BEHAVIORAL HEALTH  
700 Governors Drive  
Pierre, SD 57501-2291

| Referred to as Consultant | Referred to as State |
|---------------------------|----------------------|
|---------------------------|----------------------|

The State hereby enters into a contract (the “Agreement” hereinafter) for consultant services with the Consultant. While performing services hereunder, Consultant is an independent contractor and not an officer, agent, or employee of the State of South Dakota.

1. CONSULTANT’S South Dakota Vendor Number is .
2. PERIOD OF PERFORMANCE:
  - A. This Agreement shall be effective as of June 1, 2019 and shall end on May 31, 2020, unless sooner terminated pursuant to the terms hereof.
  - B. Agreement is exempt from the request for proposal process. \_\_\_\_\_

3. PROVISIONS:
  - A. The Purpose of this Consultant contract:
    - 1.

2. Does this Agreement involve Protected Health Information (PHI)? YES (X) NO ( )  
If PHI is involved, a Business Associate Agreement must be attached and is fully incorporated herein as part of the Agreement (refer to attachment A) .

3. The Consultant will not use state equipment, supplies or facilities.

- B. The Consultant agrees to perform the following services (add an attachment if needed.):

- C. The State agrees to:

1. Make payment for services upon satisfactory completion of services and receipt of bill. Payment will be in accordance with SDCL 5-26.
2. Will the State pay Consultant expenses as a separate item?  
YES ( ) NO (X)  
If YES, expenses submitted will be reimbursed as identified in this Agreement.

D. The TOTAL CONTRACT AMOUNT will not exceed \$.

4. BILLING:

Consultant agrees to submit a bill for services within (30) days following the month in which services were provided. Consultant will prepare and submit a monthly bill for services. Consultant agrees to submit a final bill within 30 days of the Agreement end date to receive payment for completed services. If a final bill cannot be submitted in 30 days, then a written request for extension of time and explanation must be provided to the State.

5. TECHNICAL ASSISTANCE:

The State agrees to provide technical assistance regarding Department of Social Services rules, regulations and policies to the Consultant and to assist in the correction of problem areas identified by the State's monitoring activities.

6. LICENSING AND STANDARD COMPLIANCE:

The Consultant agrees to comply in full with all licensing and other standards required by Federal, State, County, City or Tribal statute, regulation or ordinance in which the service and/or care is provided for the duration of this Agreement. The Consultant will maintain effective internal controls in managing the federal award. Liability resulting from noncompliance with licensing and other standards required by Federal, State, County, City or Tribal statute, regulation or ordinance or through the Consultant's failure to ensure the safety of all individuals served is assumed entirely by the Consultant.

7. ASSURANCE REQUIREMENTS:

The Consultant agrees to abide by all applicable provisions of the following: Byrd Anti Lobbying Amendment (31 USC 1352), Executive orders 12549 and 12689 (Debarment and Suspension), Drug-Free Workplace, Executive Order 11246 Equal Employment Opportunity, Title VI of the Civil Rights Act of 1964, Title VIII of the Civil Rights Act of 1968, Section 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act of 1990, Title IX of the Education Amendments of 1972, Drug Abuse Office and Treatment Act of 1972, Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970, Age Discrimination Act of 1975, Pro-Children Act of 1994, Hatch Act, Health Insurance Portability and Accountability Act (HIPAA) of 1996 as amended, Clean Air Act, Federal Water Pollution Control Act, Charitable Choice Provisions and Regulations, Equal Treatment for Faith-Based Religions at Title 28 Code of Federal Regulations Part 38, the Violence Against Women Reauthorization Act of 2013 and American Recovery and Reinvestment Act of 2009, as applicable, and any other nondiscrimination provision in the specific statute(s) under which application for Federal assistance is being made, and the requirements of any other nondiscrimination statute(s) which may apply to the award.

8. RETENTION AND INSPECTION OF RECORDS:

The Consultant agrees to maintain or supervise the maintenance of records necessary for the proper and efficient operation of the program, including records and documents regarding applications, determination of eligibility (when applicable), the provision of services, administrative costs, statistical, fiscal, other records, and information necessary for reporting and accountability required by the State. The Consultant shall retain such records for a period of six years from the date of submission of the final expenditure report. If such records are under pending audit, the Consultant agrees to hold such records for a longer period upon notification from the State. The State, through any authorized representative, will have access to and the right to examine and copy all records, books, papers or documents related to services rendered under this Agreement. State Proprietary Information retained in Consultant's secondary and backup systems will remain fully subject to the obligations of confidentiality stated herein until such information is erased or destroyed in accordance with Consultant's established record retention policies.

All payments to the Consultant by the State are subject to site review and audit as prescribed and carried out by the State. Any over payment of this Agreement shall be returned to the State within thirty days after written notification to the Consultant.

9. WORK PRODUCT:

Consultant hereby acknowledges and agrees that all reports, plans, specifications, technical data, drawings, software system programs and documentation, procedures, files, operating instructions and procedures, source code(s) and documentation, including those necessary to upgrade and maintain the software program, State Proprietary Information, as defined in the Confidentiality of Information paragraph herein, state data, end user data, Protected Health Information as defined in 45 CFR 160.103, and all information contained therein provided to the State by the Consultant in connection with its performance of service under this Agreement shall belong to and is the property of the State and will not be used in any way by the Consultant without the written consent of the State.

Paper, reports, forms, software programs, source code(s) and other materials which are a part of the work under this Agreement will not be copyrighted without written approval of the State. In the unlikely event that any copyright does not fully belong to the State, the State nonetheless reserves a royalty-free, non-exclusive, and irrevocable license to reproduce, publish, and otherwise use, and to authorize others to use, any such work for government purposes.

Consultant agrees to return all information received from the State to State's custody upon the end of the term of this Agreement, unless otherwise agreed in a writing signed by both parties.

**10. TERMINATION:**

This Agreement may be terminated by either party hereto upon thirty (30) days written notice. In the event the Consultant breaches any of the terms or conditions hereof, this Agreement may be terminated by the State for cause at any time, with or without notice. Upon termination of this Agreement, all accounts and payments shall be processed according to financial arrangements set forth herein for services rendered to date of termination.

**11. FUNDING:**

This Agreement depends upon the continued availability of appropriated funds and expenditure authority from the Legislature for this purpose. If for any reason the Legislature fails to appropriate funds or grant expenditure authority, or funds become unavailable by operation of the law or federal funds reduction, this Agreement will be terminated by the State. Termination for any of these reasons is not a default by the State nor does it give rise to a claim against the State.

**12. ASSIGNMENT AND AMENDMENTS:**

This Agreement may not be assigned without the express prior written consent of the State. This Agreement may not be amended except in writing, which writing shall be expressly identified as a part hereof, and be signed by an authorized representative of each of the parties hereto.

**13. CONTROLLING LAW:**

This Agreement shall be governed by and construed in accordance with the laws of the State of South Dakota, without regard to any conflicts of law principles, decisional law, or statutory provision which would require or permit the application of another jurisdiction's substantive law. Venue for any lawsuit pertaining to or affecting this Agreement shall be resolved in the Circuit Court, Sixth Judicial Circuit, Hughes County, South Dakota.

**14. SUPERCESSION:**

All prior discussions, communications and representations concerning the subject matter of this Agreement are superseded by the terms of this Agreement, and except as specifically provided herein, this Agreement constitutes the entire agreement with respect to the subject matter hereof.

**15. IT STANDARDS:**

Any software or hardware provided under this Agreement will comply with state standards which can be found at <http://bit.sd.gov/standards/>.



16. SEVERABILITY:

In the event that any provision of this Agreement shall be held unenforceable or invalid by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision of this Agreement, which shall remain in full force and effect.

17. NOTICE:

Any notice or other communication required under this Agreement shall be in writing and sent to the address set forth above. Notices shall be given by and to the Division being contracted with on behalf of the State, and by the Consultant, or such authorized designees as either party may from time to time designate in writing. Notices or communications to or between the parties shall be deemed to have been delivered when mailed by first class mail, provided that notice of default or termination shall be sent by registered or certified mail, or, if personally delivered, when received by such party.

18. SUBCONTRACTORS:

The Consultant may not use subcontractors to perform the services described herein without express prior written consent from the State. The State reserves the right to reject any person from the Agreement presenting insufficient skills or inappropriate behavior.

The Consultant will include provisions in its subcontracts requiring its subcontractors to comply with the applicable provisions of this Agreement, to indemnify the State, and to provide insurance coverage for the benefit of the State in a manner consistent with this Agreement. The Consultant will cause its subcontractors, agents, and employees to comply with applicable federal, state and local laws, regulations, ordinances, guidelines, permits and requirements and will adopt such review and inspection procedures as are necessary to assure such compliance. The State, at its option, may require the vetting of any subcontractors. The Consultant is required to assist in this process as needed.

19. STATE'S RIGHT TO REJECT:

The State reserves the right to reject any person or entity from performing the work or services contemplated by this Agreement, who present insufficient skills or inappropriate behavior.

20. HOLD HARMLESS:

The Consultant agrees to hold harmless and indemnify the State of South Dakota, its officers, agents and employees, from and against any and all actions, suits, damages, liability or other proceedings which may arise as the result of performing services hereunder. This section does not require the Consultant to be responsible for or defend against claims or damages arising solely from errors or omissions of the State, its officers, agents or employees.

21. INSURANCE:

Before beginning work under this Agreement, Consultant shall furnish the State with properly executed Certificates of Insurance which shall clearly evidence all insurance required in this Agreement. The Consultant, at all times during the term of this Agreement, shall obtain and maintain in force insurance coverage of the types and with the limits listed below. In the event a substantial change in insurance, issuance of a new policy, cancellation or nonrenewal of the policy, the Consultant agrees to provide immediate notice to the State and provide a new certificate of insurance showing continuous coverage in the amounts required. Consultant shall furnish copies of insurance policies if requested by the State.

A. Commercial General Liability Insurance:

Consultant shall maintain occurrence-based commercial general liability insurance or an equivalent form with a limit of not less than \$1,000,000 for each occurrence. If such insurance contains a general aggregate limit, it shall apply separately to this Agreement or be no less than two times the occurrence limit.

B. Business Automobile Liability Insurance:

Consultant shall maintain business automobile liability insurance or an equivalent form with a limit of not less than \$500,000 for each accident. Such insurance shall include coverage for owned, hired, and non-owned vehicles.

- C. Worker's Compensation Insurance:  
Consultant shall procure and maintain Workers' Compensation and employers' liability insurance as required by South Dakota law.
- D. Professional Liability Insurance:  
Consultant agrees to procure and maintain professional liability insurance with a limit not less than \$1,000,000.
- (Medical Health Professional shall maintain current general professional liability insurance with a limit of not less than one million dollars for each occurrence and three million dollars in the aggregate. Such insurance shall include South Dakota state employees as additional insureds in the event a claim, lawsuit, or other proceeding is filed against a state employee as a result of the services provided pursuant to this Agreement. If insurance provided by Medical Health Professional is provided on a claim made basis, then Medical Health Professional shall provide "tail" coverage for a period of five years after the termination of coverage.)
22. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION:  
Consultant certifies, by signing this Agreement, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by the federal government or any state or local government department or agency. Consultant further agrees that it will immediately notify the State if during the term of this Agreement either it or its principals become subject to debarment, suspension or ineligibility from participating in transactions by the federal government, or by any state or local government department or agency.
23. CONFLICT OF INTEREST:  
Consultant agrees to establish safeguards to prohibit employees or other persons from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain as contemplated by SDCL 5-18A-17 through 5-18A-17.6. Any potential conflict of interest must be disclosed in writing. In the event of a conflict of interest, the Consultant expressly agrees to be bound by the conflict resolution process set forth in SDCL 5-18A-17 through 5-18A-17.6.
24. CONFIDENTIALITY OF INFORMATION:  
For the purpose of the sub-paragraph, "State Proprietary Information" shall include all information disclosed to the Consultant by the State. Consultant acknowledges that it shall have a duty to not disclose any State Proprietary Information to any third person for any reason without the express written permission of a State officer or employee with authority to authorize the disclosure. Consultant shall not: (i) disclose any State Proprietary Information to any third person unless otherwise specifically allowed under this Agreement; (ii) make any use of State Proprietary Information except to exercise rights and perform obligations under this Agreement; (iii) make State Proprietary Information available to any of its employees, officers, agents or consultants except those who have agreed to obligations of confidentiality at least as strict as those set out in this Agreement and who have a need to know such information. Consultant is held to the same standard of care in guarding State Proprietary Information as it applies to its own confidential or proprietary information and materials of a similar nature, and no less than holding State Proprietary Information in the strictest confidence. Consultant shall protect confidentiality of the State's information from the time of receipt to the time that such information is either returned to the State or destroyed to the extent that it cannot be recalled or reproduced. State Proprietary Information shall not include information that (i) was in the public domain at the time it was disclosed to Consultant; (ii) was known to Consultant without restriction at the time of disclosure from the State; (iii) that is disclosed with the prior written approval of State's officers or employees having authority to disclose such information; (iv) was independently developed by Consultant without the benefit or influence of the State's information; (v) becomes known to Consultant without restriction from a source not connected to the State of South Dakota. State's Proprietary Information shall include names, social security numbers, employer numbers, addresses and all other data about applicants, employers or other clients to whom the State provides services of any kind. Consultant understands that this information is confidential and protected under applicable State law at SDCL 1-27-1.5, modified by SDCL 1-27-1.6, SDCL 28-1-29, SDCL 28-1-32, and SDCL 28-1-68 as applicable federal regulation and agrees to immediately notify the State if the information is disclosure, either intentionally

or inadvertently. The parties mutually agree that neither of them shall disclose the contents of the Agreement except as required by applicable law or as necessary to carry out the terms of the Agreement or to enforce that party's rights under this Agreement. Consultant acknowledges that the State and its agencies are public entities and thus are bound by South Dakota open meetings and open records laws. It is therefore not a breach of this Agreement for the State to take any action that the State reasonably believes is necessary to comply with the South Dakota open records or open meetings laws. If work assignments performed in the course of this Agreement require additional security requirements or clearance, the Consultant will be required to undergo investigation.

**25. REPORTING PROVISION:**


Consultant agrees to report to the State any event encountered in the course of performance of this Agreement which results in injury to any person or property, or which may otherwise subject Consultant, or the State of South Dakota or its officers, agents or employees to liability. Consultant shall report any such event to the State immediately upon discovery.

Consultant's obligation under this section shall only be to report the occurrence of any event to the State and to make any other report provided for by their duties or applicable law. Consultant's obligation to report shall not require disclosure of any information subject to privilege or confidentiality under law (e.g., attorney-client communications). Reporting to the State under this section shall not excuse or satisfy any obligation of Consultant to report any event to law enforcement or other entities under the requirements of any applicable law.



26. AUTHORIZED SIGNATURES:

In witness hereto, the parties signify their agreement by affixing their signatures hereto.

|   |           |
|---|-----------|
|  | 7/24/2019 |
| Consultant Signature  | Date      |
| Beth Burgy  |           |
| Consultant Printed Name   |           |
| State - DSS Division Director Tiffany Wolfgang                                      | Date      |
| State - DSS Chief Financial Officer Laurie Mikkonen                                 | Date      |
|   |           |

State Agency Coding:

|                                   |              |
|-----------------------------------|--------------|
| CFDA #                            |              |
| Company                           |              |
| Account                           |              |
| Center Req                        |              |
| Center User                       |              |
| Dollar Total                      |              |
| DSS Program Contact Person        |              |
| Phone                             |              |
| DSS Fiscal Contact Person         |              |
| Phone                             | 605-773-3586 |
| Contract Accountant               |              |
| Consultant Program Contact Person |              |
| Phone                             |              |
| Consultant Program Email Address  |              |
| Consultant Fiscal Contact Person  |              |
| Phone                             |              |
| Consultant Fiscal Email Address   |              |

SDCL 1-24A-1 states that a copy of all consulting contracts shall be filed by the State agency with the State Auditor within five days after such contract is entered into and finally approved by the contracting parties. For further information about consulting contracts, see the State Auditor's policy handbook.

## Attachment B

**Budget Allocation:** Based on experience with key target audiences and experience in developing statewide campaigns for this type of message, provide a general recommendation and explanation for allocating the said budget into the areas detailed on the chart below. Prepare the allocation based on a \$1,375,000 budget and should demonstrate how the Offeror may suggest allocating a budget of this size.

| Area  | Budget Recommendation | % of Total Budget | Activities/Comments   |
|---|-----------------------|-------------------|---|
| <b>A. Creative Services - original creations</b>    |                       |                   | Costs in Creative Services include production expenses and agency time. |
| Television  | \$275,000             | 20%               | The TV shoot will be used to capture both still and video imagery       |
| Print   |                       |                   |   |
| Video   | \$40,000              | 3%                | Shooting and production of PSA  |
| Website design                                      | \$20,000              | 1%                |   |
| Social Media  | \$25,000              | 2%                | Content creation and development  |
| Radio   | \$25,000              | 2%                | Includes 4 spots  |
| Out-of-Home   | \$20,000              | 1%                |   |
| Other   | \$35,000              | 3%                |   |
| <b>SUBTOTAL CREATIVE SERVICES</b>                   | <b>\$440,000</b>      | <b>32%</b>        |   |
| <b>B. Public Relations Services</b>                 | <b>\$55,000</b>       | <b>4%</b>         | Launch PR and ongoing support   |
| <b>C. Market Research Services</b>                  | <b>\$110,000</b>      | <b>8%</b>         | Pre and post campaign focus groups                                      |
| <b>D. Additional Charges</b>                        |                       |                   |   |
| Clerical Support                                    | \$10,000              | 1%                |   |
| Consultation with DSS Staff                         | \$40,000              | 3%                | Ongoing account support   |
| Attending in-state and/or out-of-state meetings     | \$15,000              | 1%                |   |
| Phone consultations                                 |                       |                   |   |
| Website hosting and maintenance                     | \$5,000               | 1%                | Assumes hosting is done via state                                       |
| Other charges (describe)                            | \$20,000              | 1%                | Reporting and Analytics   |
| <b>SUBTOTAL SECTIONS A - D</b>                      | <b>\$695,000</b>      | <b>7%</b>         |   |
| <b>E. Media Placement</b>                           |                       |                   |   |
| Traditional<br>(TV, radio, print, out-of-home)      | \$430,000             | 31%               |   |
| Digital<br>(online advertising, social media, etc.) | \$250,000             | 18%               |   |
| <b>SUBTOTAL MEDIA PLACEMENT</b>                     | <b>\$680,000</b>      | <b>49%</b>        |   |
| <b>TOTAL SECTIONS A - E</b>                         | <b>\$1,375,000</b>    | <b>100%</b>       |   |

# broadhead's equal employment opportunity statement

The Company is committed to providing equal employment opportunity for all employees and applicants regardless of race, color, creed, national origin, ancestry, sex, marital status, religion, disability, age, sexual orientation, status with regard to public assistance, genetic information, veteran status, or any other protected class recognized under applicable federal or state law.

The Company does not and will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, ancestry, sex, marital status, religion, disability, age, sexual orientation, status with regard to public assistance, genetic

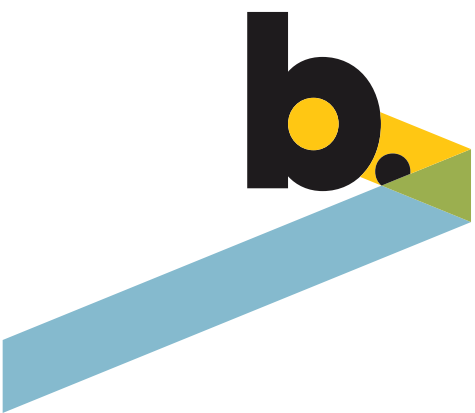
information, veteran status, or any other protected class recognized under applicable federal or state law.

Our commitment to equal employment opportunity principles pertains to all human resource practices, including without limitation, recruiting, hiring, promotion, training, discipline, separation, compensation, benefits, and all other privileges, terms, and conditions of employment.

The Company complies with the Americans with Disabilities Act and the Minnesota Human Rights Act with regard to disabilities. Any employee or applicant who needs a

reasonable accommodation to perform the essential functions of his/her job should request such an accommodation from the VP of Human Resources.

If you believe you or another employee is being harassed and/or discriminated against because of a protected classification, you should report it immediately to the VP of Human Resources. Any employee who is found to be discriminating and/or harassing any other employee may be subject to discipline, up to and including termination of employment.

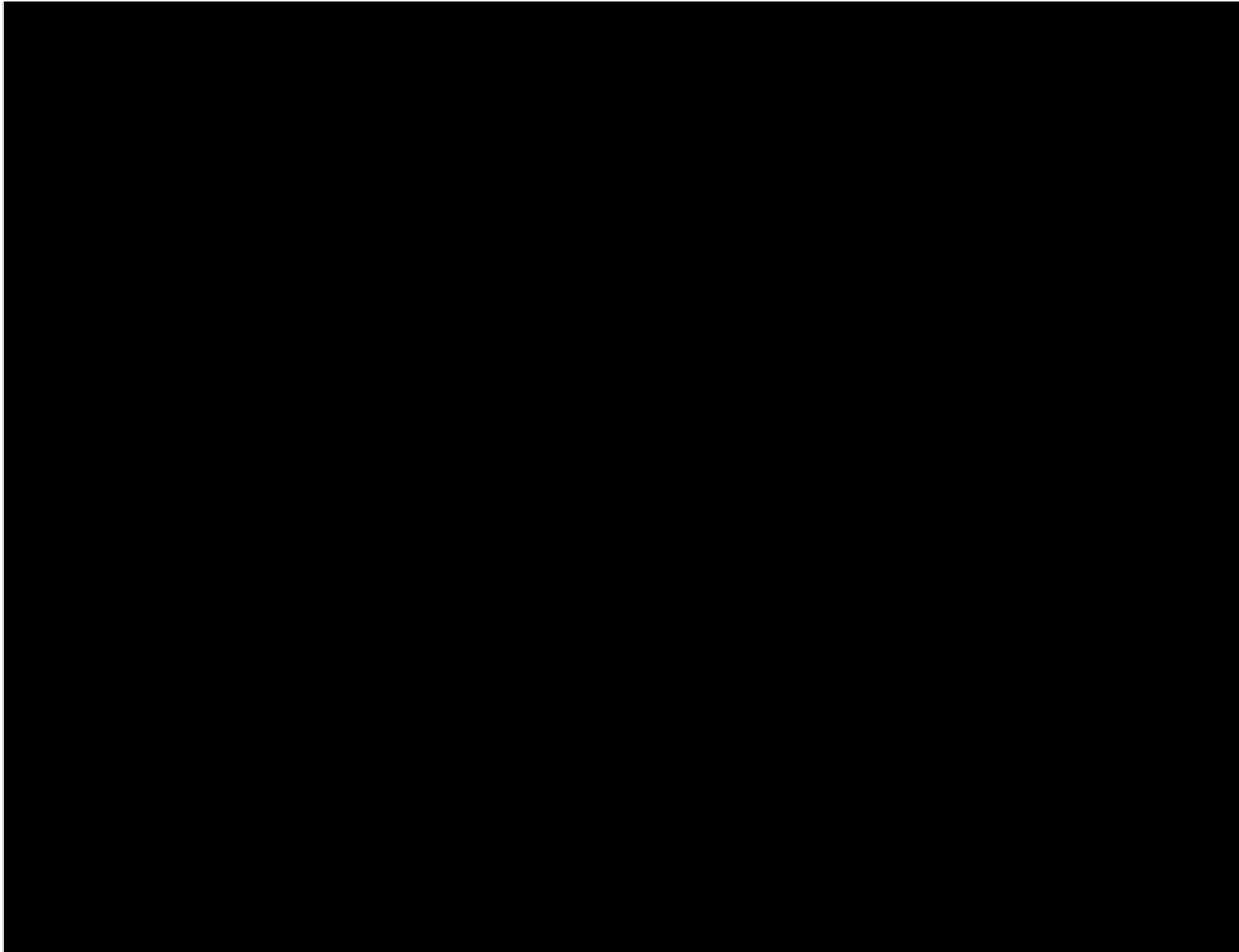




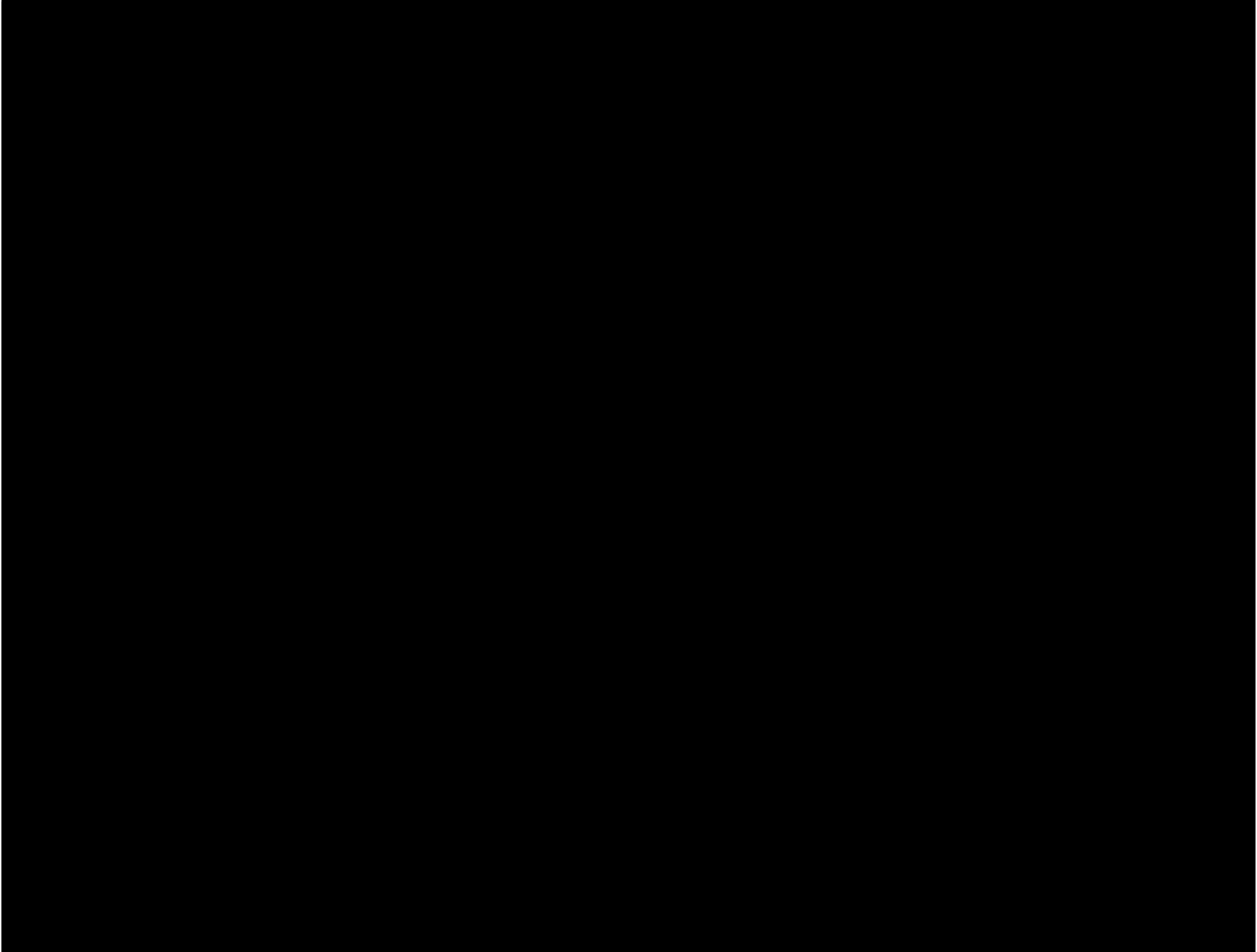


# additional information

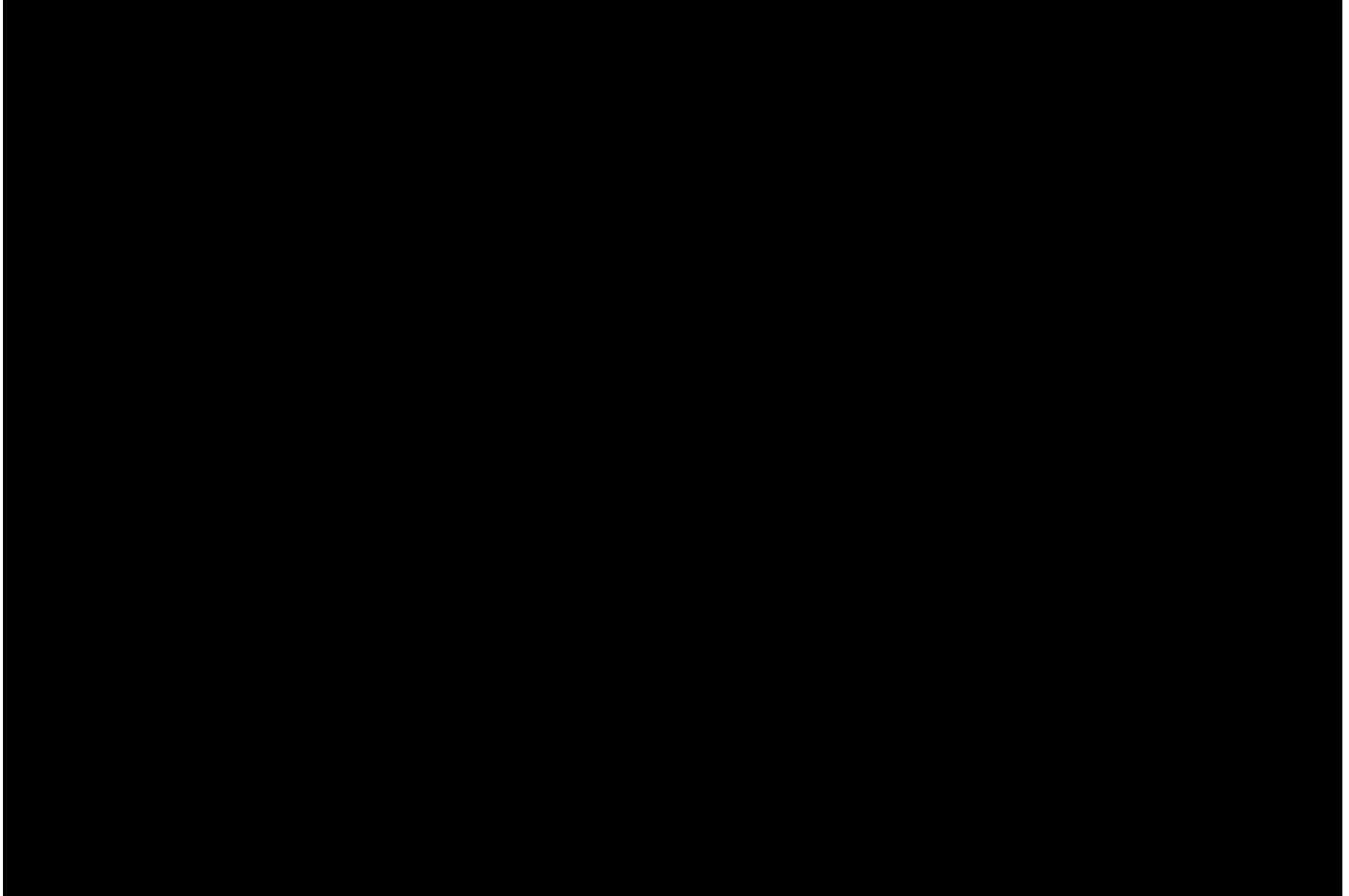
## resumes of proposed team



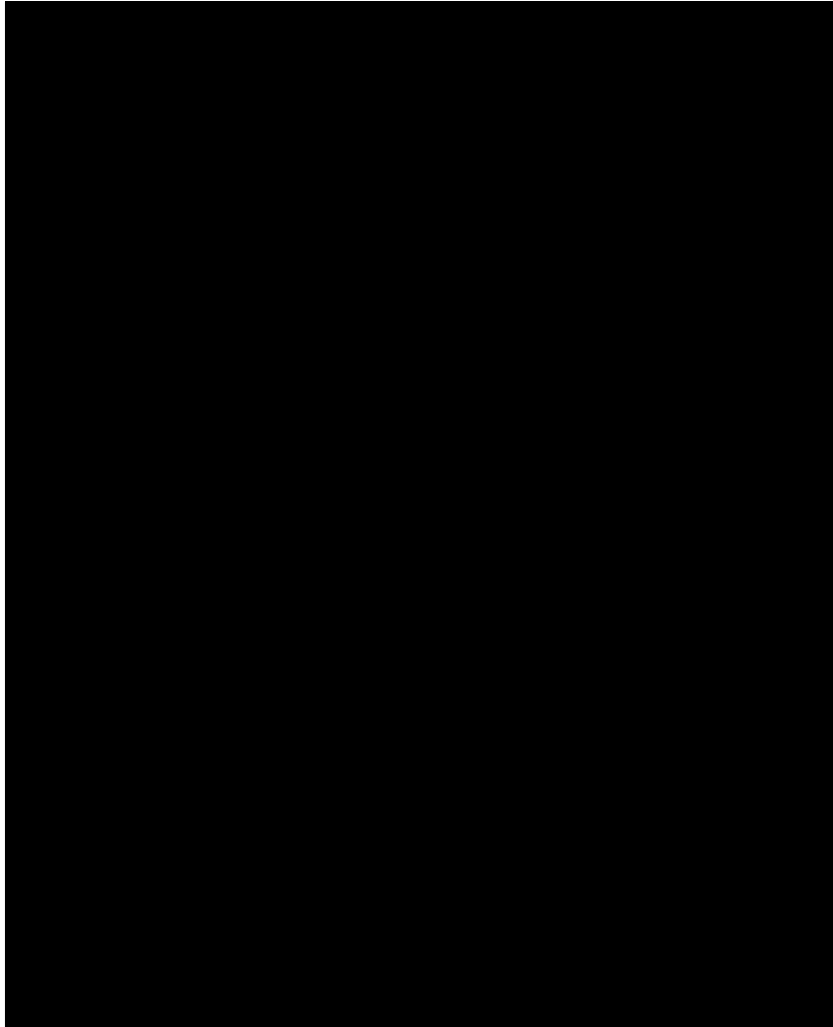
## resumes of proposed team



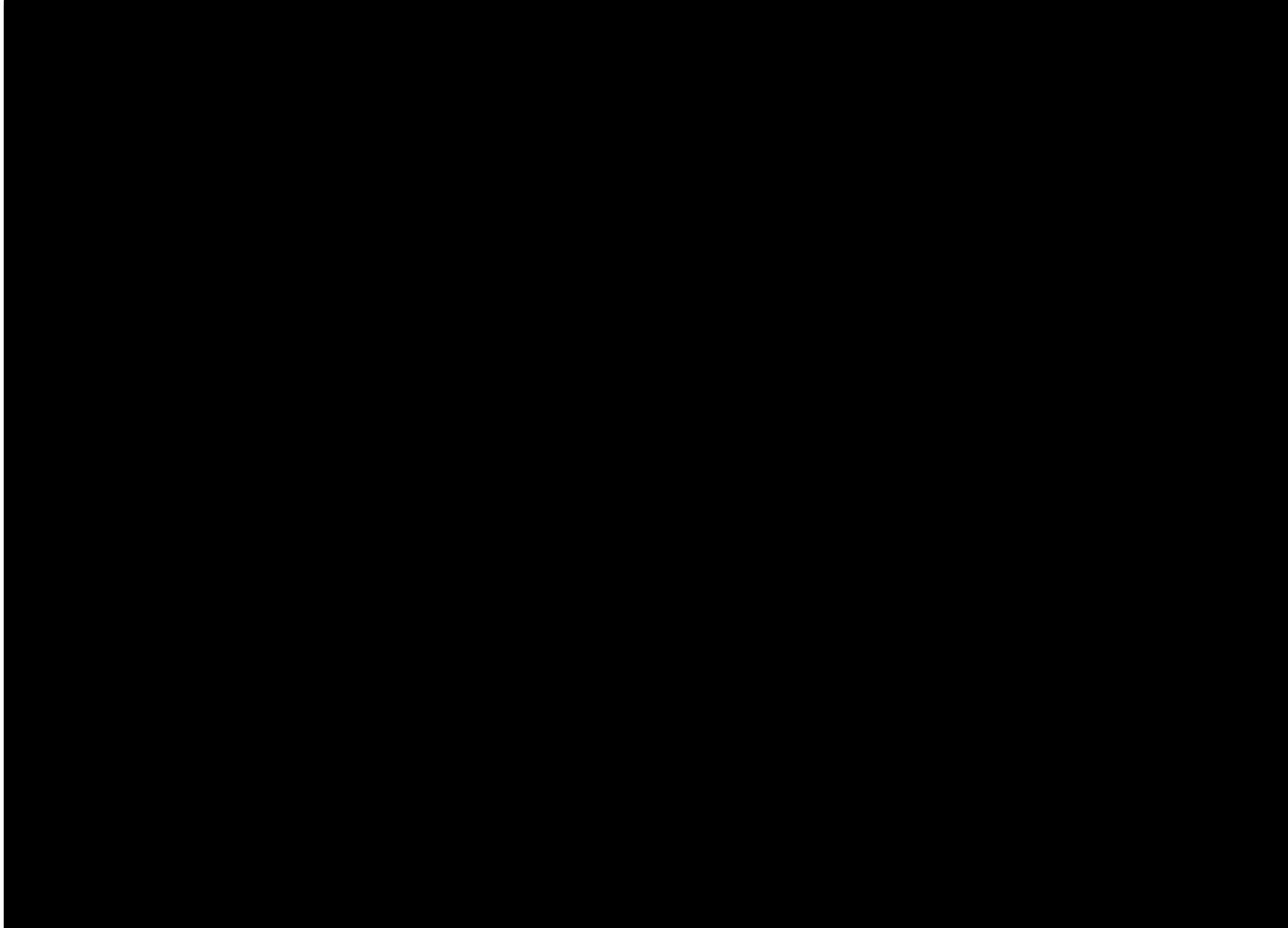
## resumes of proposed team



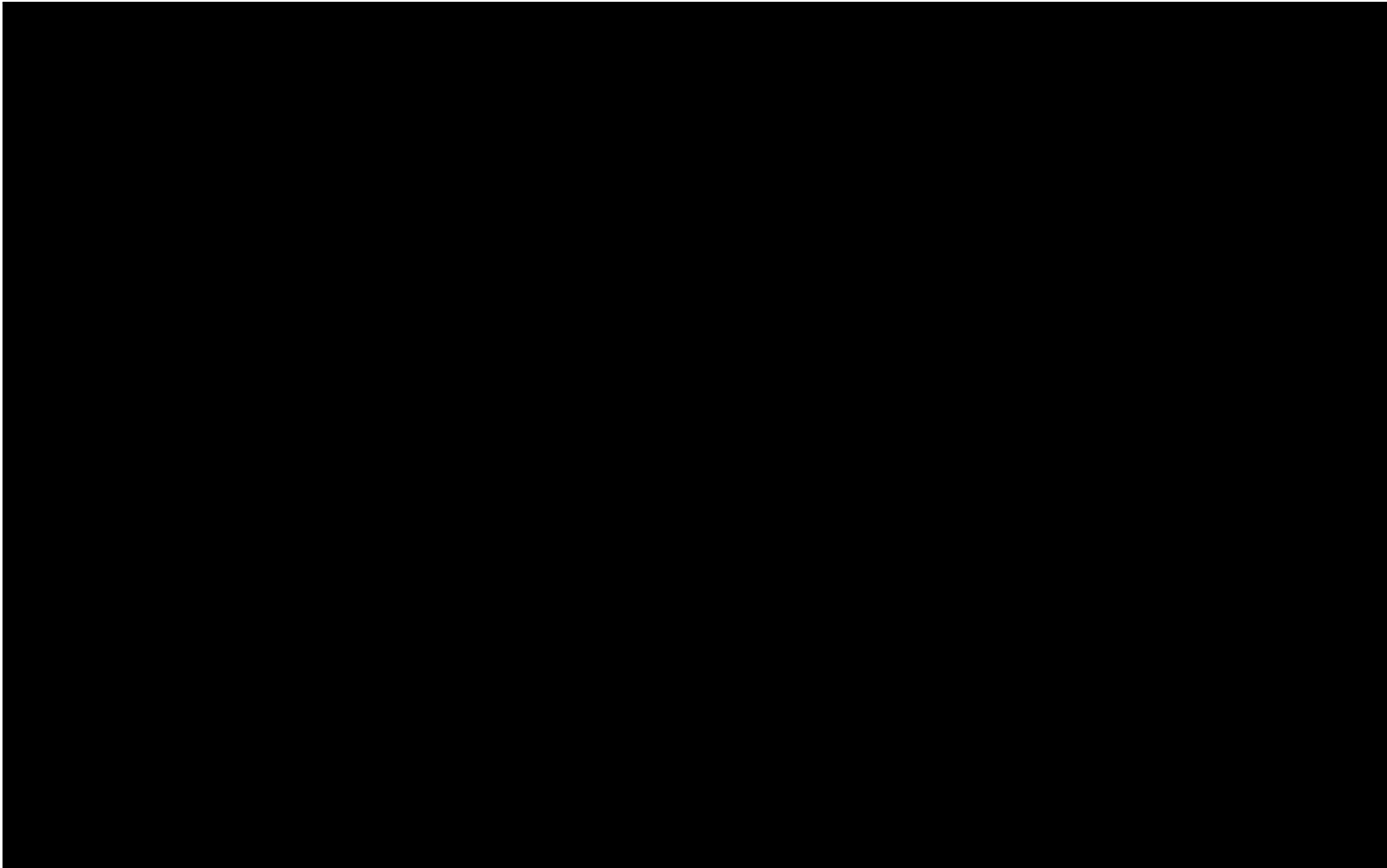
## resumes of proposed team



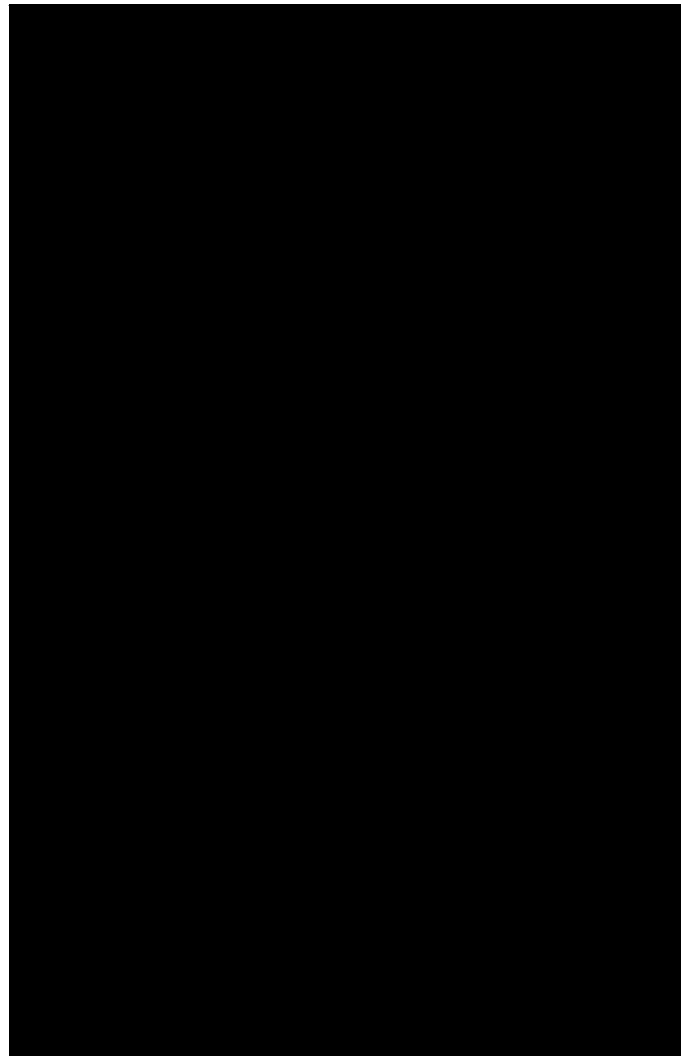
## resumes of proposed team

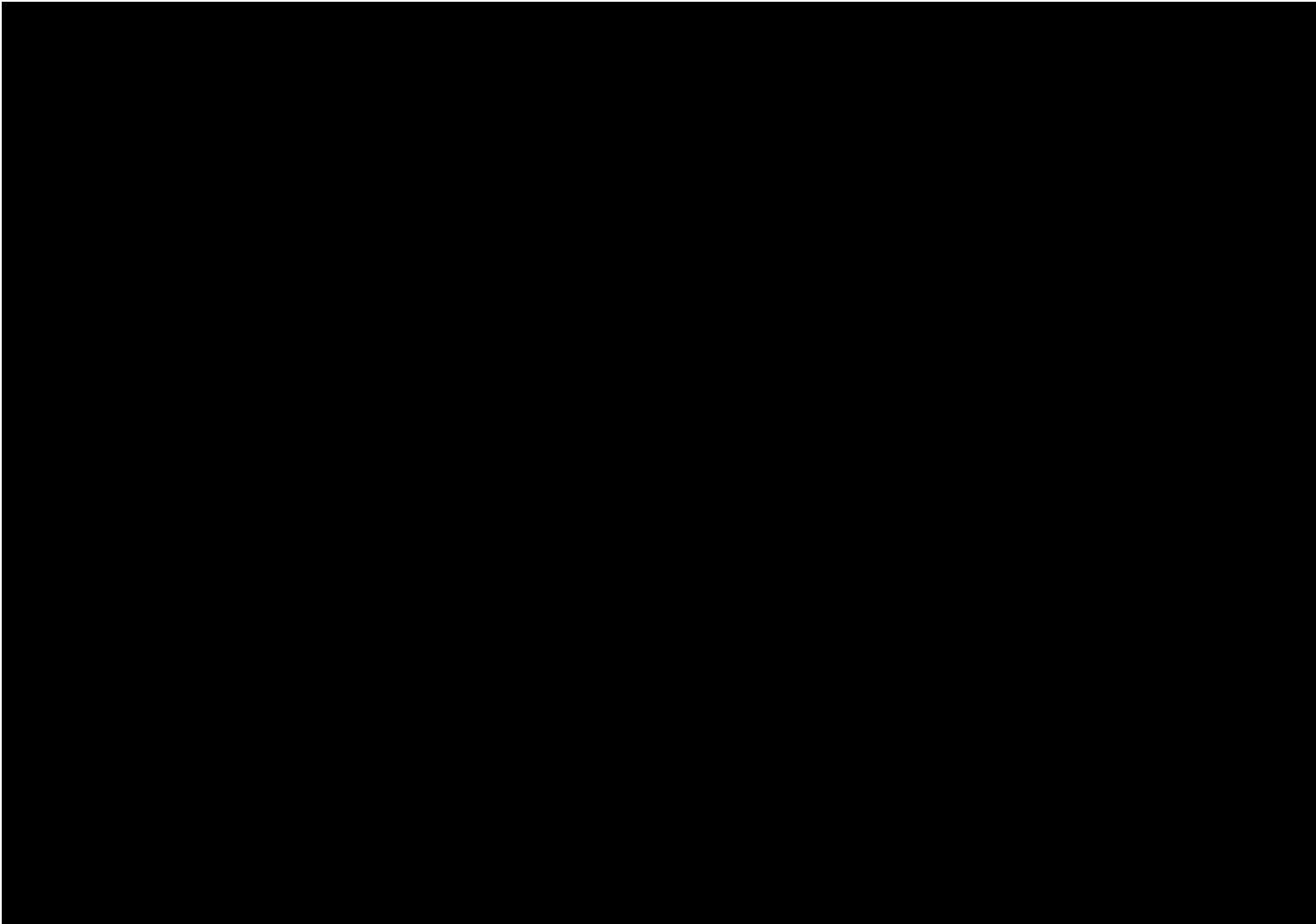




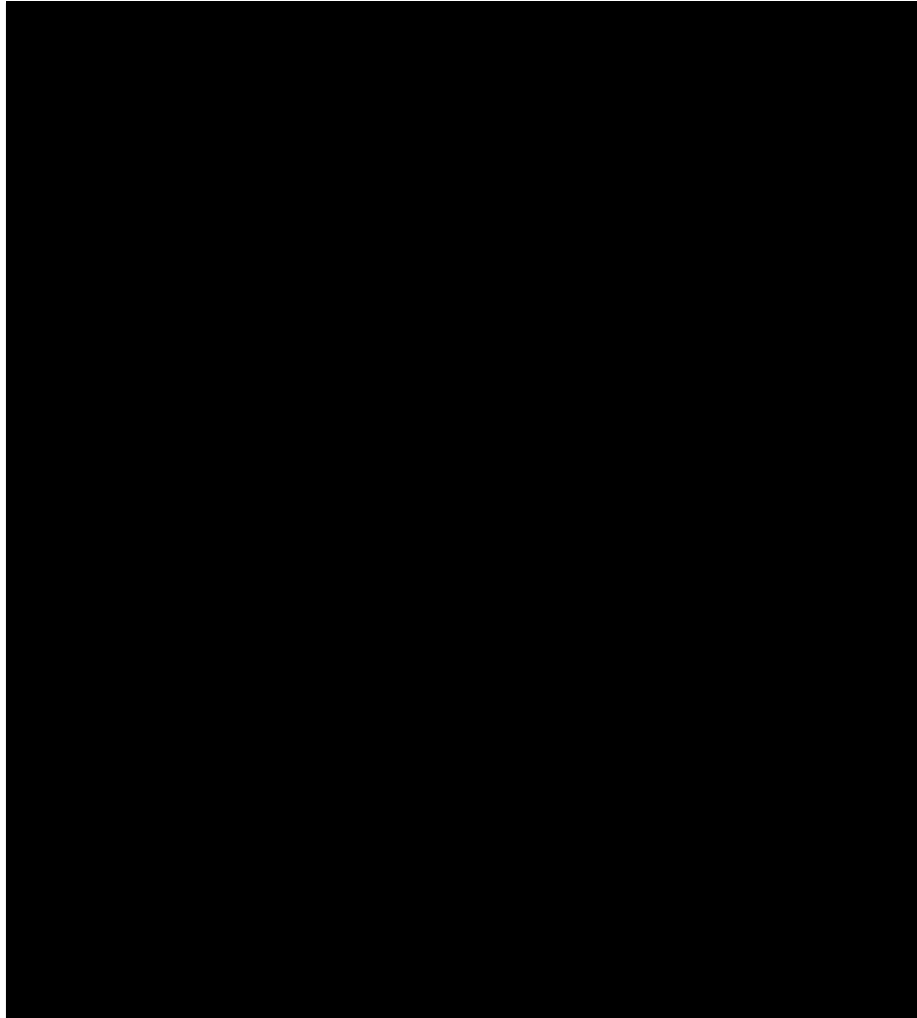


# resumes of proposed team

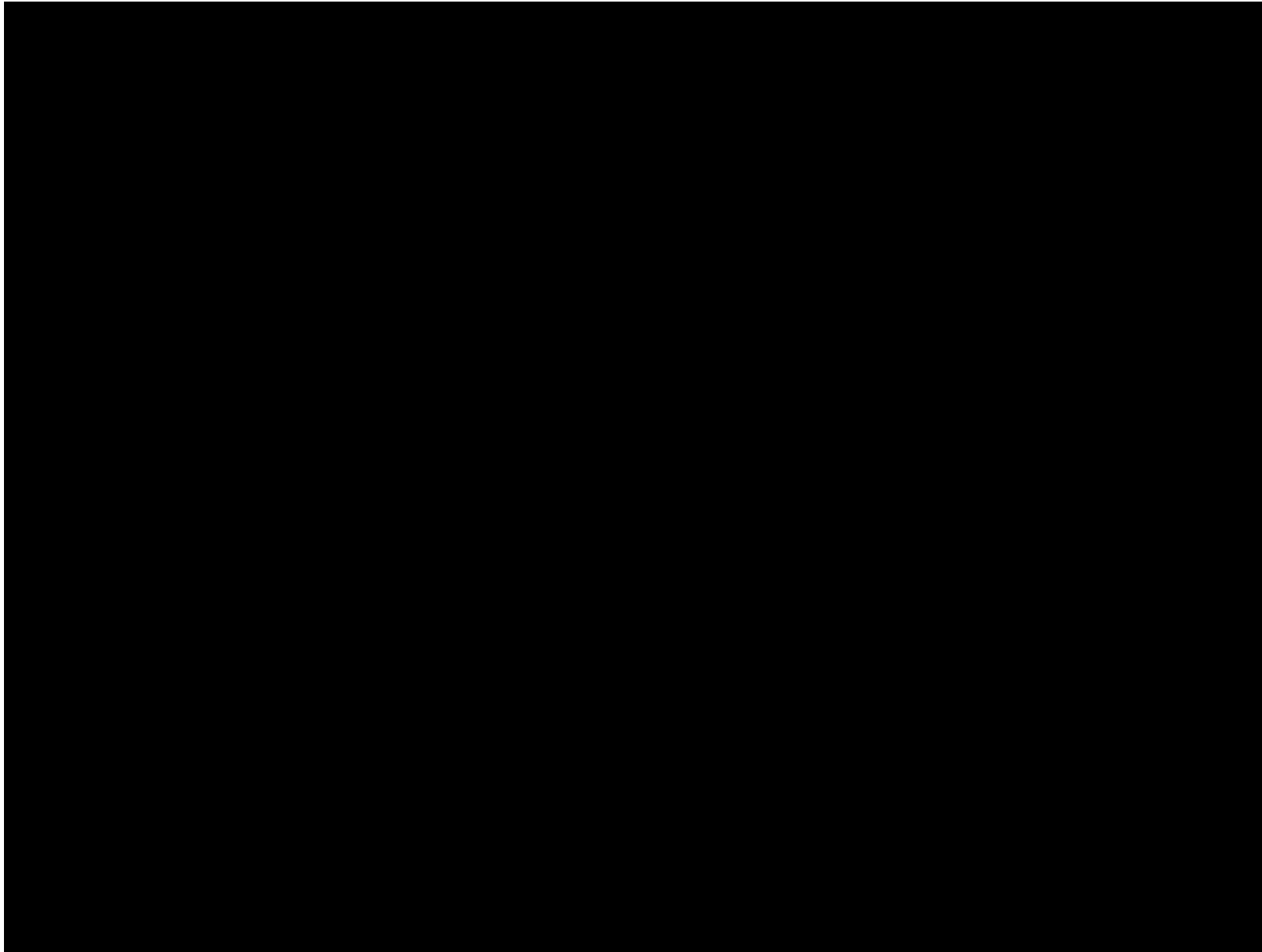




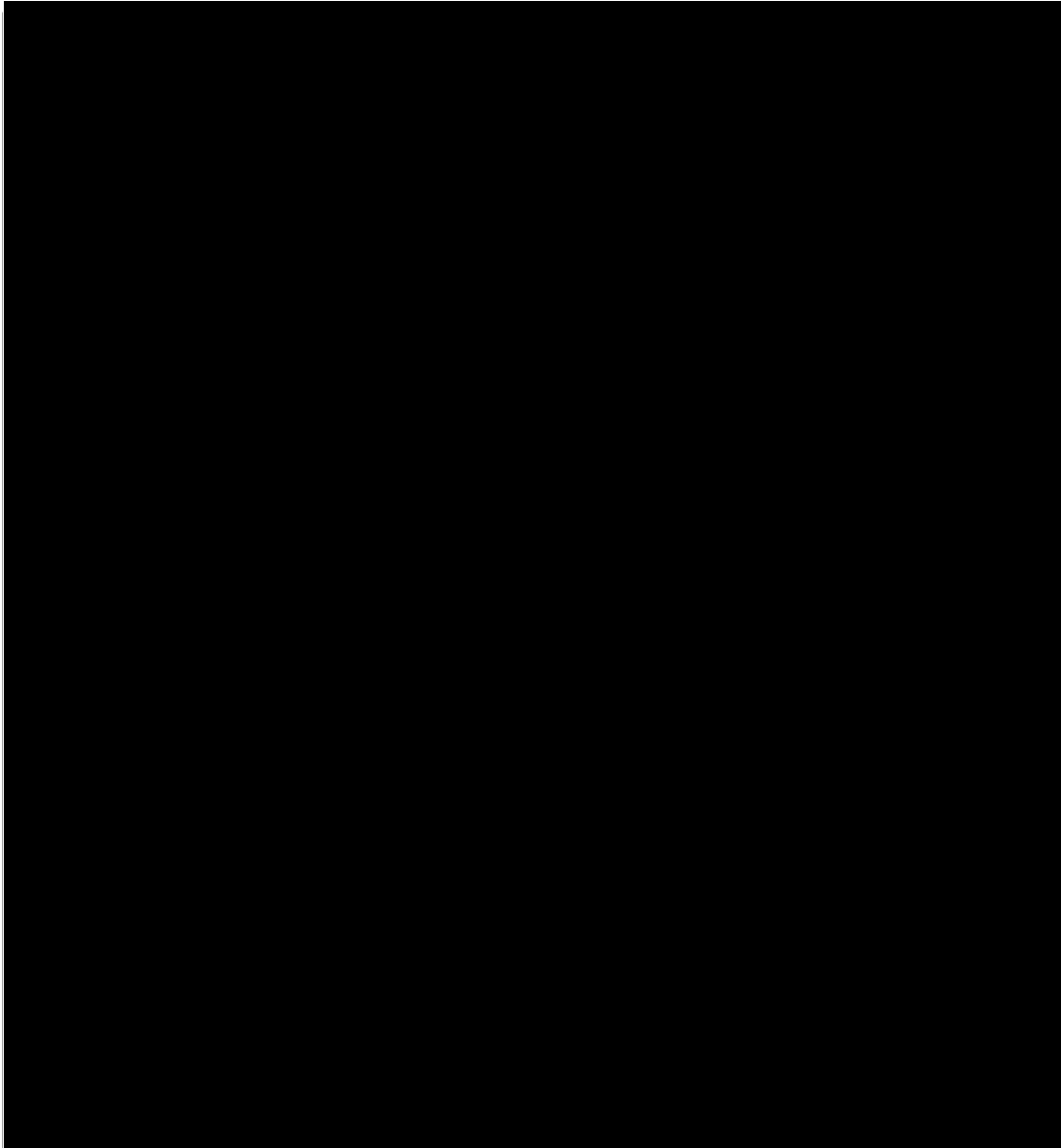
## resumes of proposed team



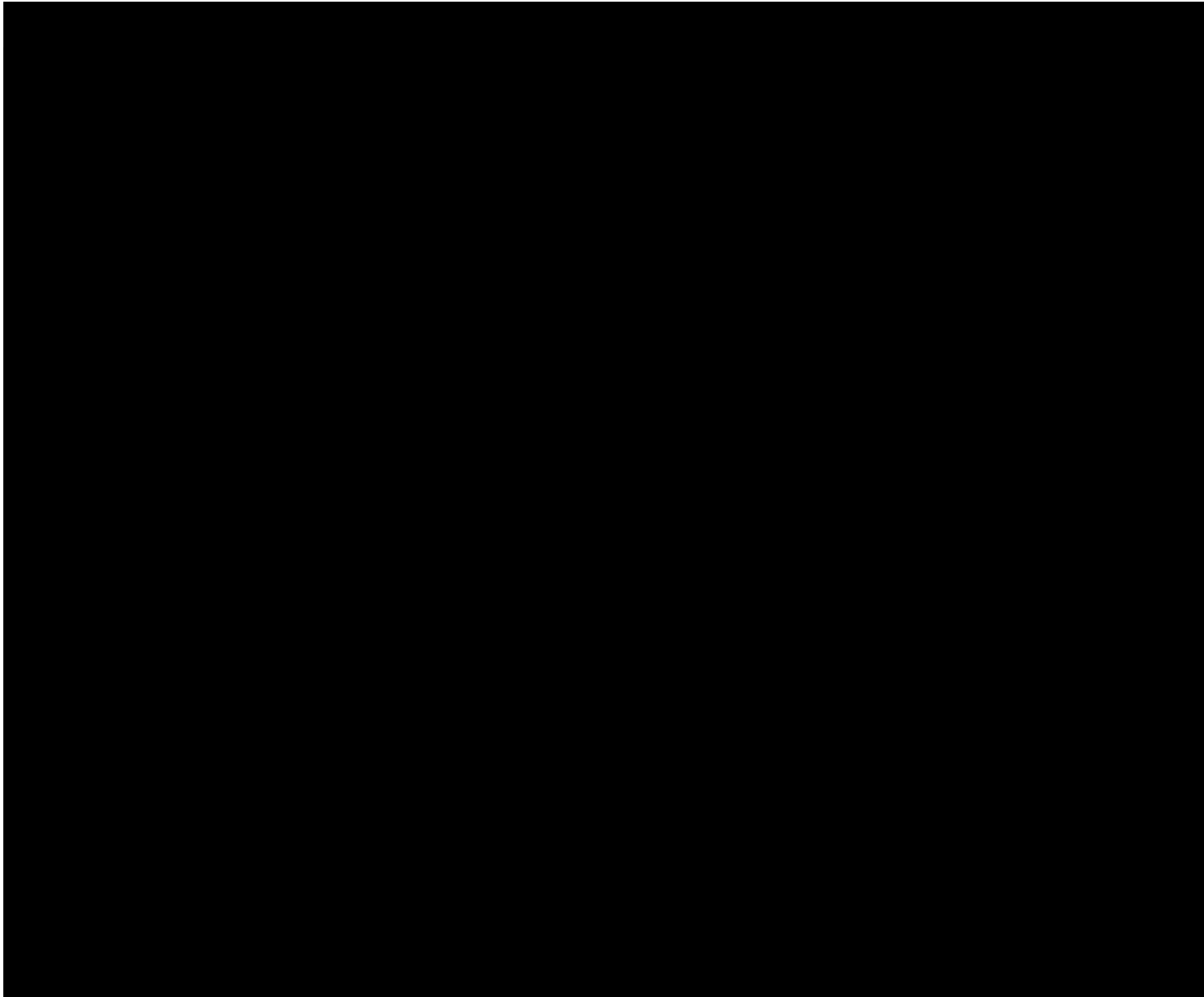
## resumes of proposed team



## resumes of proposed team

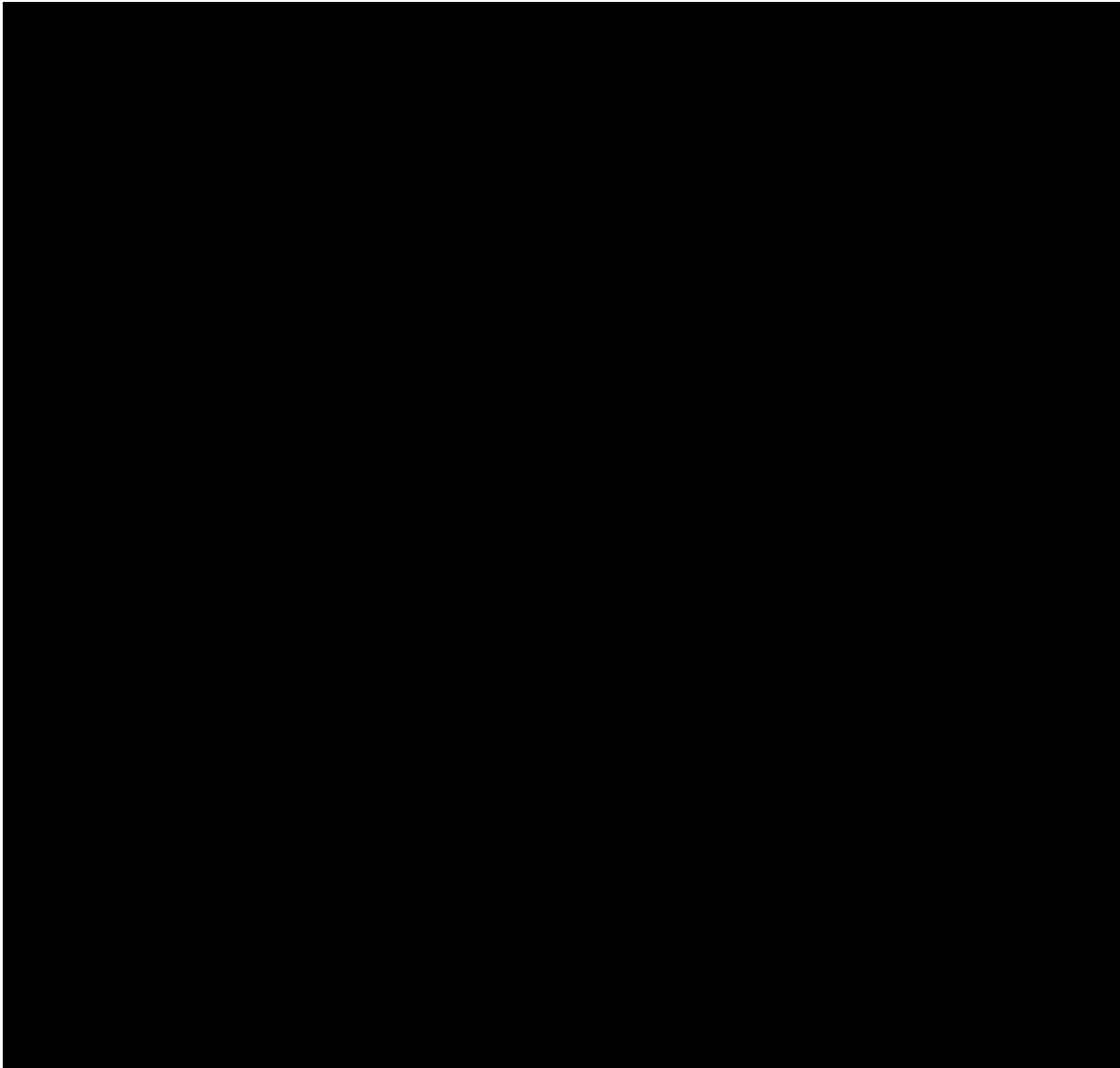


## resumes of proposed team





## resumes of proposed team



## agency onboarding plan

| day 1                                   | day 30               | day 60                              |
|---|----------------------|-------------------------------------|
| determine SOW and staffing requirements | rabbit sessions      | plan development and implementation |
| how we work together                    | strategy development |                                     |
| team meet and greet                     | KPI discussions      |                                     |
| knowledge transfer                      | partner meetings     |                                     |
| sharing of materials                    |                      |                                     |

**Note: This is a general timeline, but can be expedited as necessary to meet client timelines for campaign launch.**

# thank you

**Thank you for your consideration.  
We believe the “I’m On Meth” campaign  
has the ability to mobilize communities  
and families for the betterment of the  
entire state. We welcome the opportunity  
to partner with the State of South Dakota  
and the Department of Social Services in  
this effort.**